

# LIFE



FASHION NOTE

APRIL 11, 1938 10 CENTS



# Ya Can Sock a Baseball Three Ways—

ya can hit a "foul..."



or make



a "hit..." — or slam a "homer!"



**AND YOU HAVE 3 GRADES OF PERFORMANCE IN YOUR CAR**



**Poor performance**  
with "low grade" gasoline

There is no anti-knock fluid (containing tetraethyl lead) in "low grade" gasoline. Power is lost because the spark must be retarded to prevent "knock" or "ping."



**Good performance**  
with "regular" gasoline

Most regular gasoline has in it anti-knock fluid (containing tetraethyl lead). The spark can be considerably advanced for more power without "knock" or "ping."



**Best performance**  
with gasoline containing "ETHYL"

Gasoline "with ETHYL" is highest in all-round quality. It has enough anti-knock fluid (containing tetraethyl lead) so that the spark can be fully advanced for maximum power and economy without "knock" or "ping."

• Even little Skippy knows the difference correct "timing" makes when he swings at a ball. And every automobile manufacturer, dealer and service man knows that "timing" makes a world of difference in the performance of your car. Here are the facts:

The farther you advance the spark of a modern high compression car, up to the point of maximum efficiency, the more power you get from gasoline.

But the motor "knocks" or "pings" when the spark is set farther ahead than the "anti-knock" quality of the gasoline permits.

Judged by anti-knock quality, there are *three* grades of gasoline: "low grade," "regular" and gasoline containing "Ethyl."

That is why your car has a spark adjustment, variously called "distributor," "Octane Selector," etc., with settings for these three grades of gas.

And the performance of your car depends upon the grade of gasoline and spark setting, as shown at left.

**ETHYL GASOLINE CORPORATION**, manufacturer of anti-knock fluids used by oil companies to improve gasoline

# "Good-by, Mother"

"GOOD-BY, MOTHER, GOOD-BY, DAD"—and your son is off; another ambitious young fellow starting out to make his way in the world.

He is leaving to take his first real job. He will be absolutely on his own—away from the guiding influences of home and school. You know he will come through all right. But you wish you could do more than give the vague admonition "Take care of yourself, son."

You can. You can give him a very practical suggestion.

#### ... *Suggestion*

Arm the boy with the name of a doctor in the city to which he is going; your family physician will be glad to help. Then point out the advantage of making intelligent use of the doctor's services.

#### ... *In Illness*

If illness comes, your boy should have a doctor whom he can call without delay. For that is the best way to keep little illnesses "little."

To illustrate, the lad who battles a cold-with-fever alone in a hall bedroom, has only youth on his side. There is always the chance that pneumonia or some other serious illness may develop. But the moment his doctor enters the sick room, the picture changes. Now your boy has an ally—and one with the resources of modern medical science at his command!

Urge your young folks to find a doctor promptly in the new world they have chosen to conquer, and to avail themselves of his knowledge, experience, and friendship whenever the need arises. He, perhaps, can be their greatest help in avoiding the ill-health and sicknesses that so frequently interfere with the hopes and ambitions of youth.

Copyright, 1938 Parke, Davis & Co.

## SEE YOUR DOCTOR

**PARKE, DAVIS & COMPANY** • *Detroit, Michigan* • *The World's Largest Makers of Pharmaceutical and Biological Products*



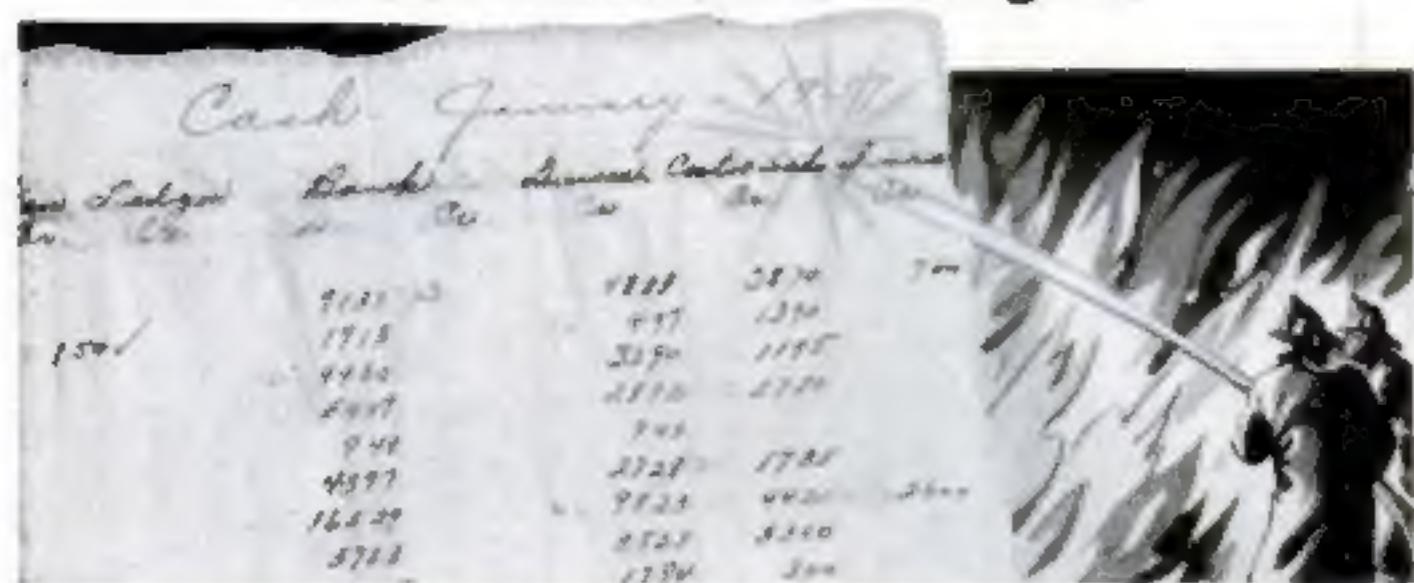
**This One**



Copyrighted material

# Water-Soaked Records pass through Fire unharmed

Due to Parker's PERMANENT Quink—the Revolutionary new writing ink



Actual photo of water-soaked ledger of a Milwaukeen, Wis., store recovered from \$250,000 fire.

Guard your valuable records from loss due to water, sun, age, mould, etc. Parker's PERMANENT Quink, in Royal Blue, Blue-Black and Black, equals or surpasses U. S. Gov't Standards in 8 important respects. Water-proof. Fade-proof. As permanent as the paper. Quink cleans a pen as it writes. Dries ON PAPER 31% quicker than average. Rich, brilliant—never watery. Small bottles at 15c and 25c, up to pints, quarts, 5 gal. jugs and 50 gal. kegs. Don't confuse PERMANENT Quink with Parker's WASHABLE Quink for home and school—the ink that leaves no trace when washed from hands, clothes, rugs, etc. Get Quink today—WASHABLE or PERMANENT—at any store selling ink.

## Parker Quink



Made by The Parker Pen Co.



Terrible "White Death Shark", caught by Zane Grey in Australia.

Pendleton Shirts and fine tackle are always a part of Zane Grey's equipment on his world famous trips. This enthusiasm is shared

by sports champions everywhere—and there's a reason. Pendletons are designed for active outdoor men—made in the sports paradise of the far West. You'll like their comfort and action-freedom—the body insulation of the soft, exclusive virgin fleece wool fabrics. At men's shops, department stores, sports shops, \$5.50 to \$10.

PASTE ON PERRY POSTCARD

PENDLETON WOOLEN MILLS, Portland, Oregon.  
Please send illustrated shirt catalog, swatches.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
I buy my sportswear from \_\_\_\_\_

PENDLETON  
VIRGIN WOOL  
Shirts

## LETTERS TO THE EDITORS

### Song for Sigma Chi

Sirs:

Your LIFE Goes to a Party in the March 28 issue, which shows the initiation of Judy Garland into the Ohio State chapter of Sigma Chi, left me in sort of a daze. To think of girls in my famous fraternity was just a little more than I could bear. It disturbed me so that I wrote the following song, for use at the Ohio State chapter.

**A NEW SONG FOR SIGMA CHI**  
Look well in LIFE's Informing pages,  
Ohio State has waved the wand.  
We can rejoice through all the ages,  
For we're a "Sister-in-the-bond."

*Ring out, wild bells, ring out, ring out,  
Oh, send your clear notes soaring high.  
And spread the welcome news about,  
For Judy is a Sigma Chi.*

*We'll drink a toast in ancient wine,  
We're quite beside ourselves with glee,  
Our brotherhood's ton, too divine,  
The Sigma Chi Sorority.*

JOHN D. SHAFER

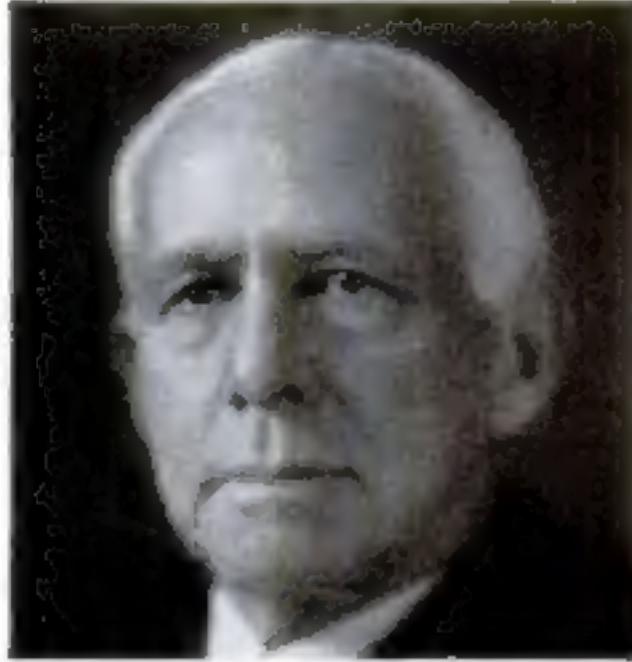
Sigma Chi.  
Alpha, '32

Dayton, Ohio

### Justice's Fraternities

Sirs:

I question your statement (LIFE, March 28) that former Supreme Court



SIGMA CHI'S VAN DEVANTER

Justice Willis Van Devanter is a Sigma Chi. . . . He wears the diamond and three stars of Beta Theta Pi.

JOHN IRONSIDE CARNAHAN  
Northwestern, '37

Chicago, Ill.

Sirs:

Anybody who has been doing something other than sleeping around this place knows that former Supreme Court Justice Van Devanter is a Beta Theta Pi.

BOB ANSTRUNTHER  
DePauw, '39

Greencastle, Ind.

● Mr. Justice Van Devanter is one of very few men who belong to two fraternities. While a pre-freshman at DePauw University, in 1876, he was rushed and signed up by Sigma Chi. The next year he decided he preferred Beta Theta Pi and switched his affiliation. Instead of accepting his resignation the indignant Sigma Chis voted to expel him. As the years passed and Willis Van Devanter climbed to fame the Sigma Chis were increasingly embarrassed to have on their rolls: "Willis Van Devanter, expelled." In 1935 they voted to reinstate him and the Justice, pleased, sent them his photograph (see cut).—ED.

### Prone vs. Supine

Sirs:

Upon glancing through the March 21 issue of LIFE, I smiled approvingly

when I read the caption under picture 13 on page 7: "Supine on the deck he lies . . ." and lo and behold the character was on his back with the face toward the ceiling.

"You can't fool the editors of LIFE," I remarked to my wife, and I explained to her that supine was the correct word to use and that many ignorant or careless editors used the word prone. Picture my embarrassment when, on turning to page 20, I saw Hank Luisetti, knocked cold, with his face to the ceiling, and read the caption: "For two minutes . . . youth lies prone . . ." I am greatly disappointed.

AARON H. TRYNIN, M. D.  
Brooklyn, N. Y.

● Editors who are prone to mistakes of this nature must supinely accept rebuke. Luisetti's position was mislabeled.—ED.

### Mr. Whitney's Pig

Sirs:

Page 13 of your issue of March 21 is truly unlucky for you. The little pig worn by Richard Whitney is made of "porcelain" not "porcellian."

ARTHUR F. MINTER  
New York, N. Y.

● Mr. Whitney's pig, as Reader Minter would have discovered by reading the other captions, is an emblem of his membership in Harvard's aristocratic Porcellian Club (Lat., *porcellus*, little pig). It is made of gold.—ED.

### How to Rob a Bank

Sirs:

The statement made on page 31 of LIFE, March 14, relative to the Mexican pig bank, viz., "You have to break them in order to empty them," is open to question. It is possible to remove the coins without destroying the clay bank.

I do not propose to offer this as a suggestion to the younger readers of LIFE, but instead to those who may need an extra penny, nickel or dime to make rapid change for streetcar fare, or for the milkman when the smallest "change" you may have is a "ten." Insert a knife into the slot, shake the bank, invert it frequently and eventually the coins will slide out on the smooth blade.

I began this nefarious practice of robbing my pig bank, brought to me from Mexico in 1912 (and still intact), at the ripe old age of 6, and not for carfare!

CARL E. GEORGI  
The University of Nebraska  
Lincoln, Neb.

### Problem Painting

Sirs:

Why not exhibit as a Surrealist or modernistic drawing (titled anything you care to name it) the work of the problem child as shown on page 63 of March 14 issue of LIFE?

If some crackpot critic doesn't award it a prize I'll eat it!

HARRY PAYNE  
Rosita, Coahu. Mex.

### Catholic Mass

Sirs:

We of the Catholic faith are eternally grateful to the editors of LIFE for their excellent treatise in the issue of March 21 on the most integral part of our religion, the sacrifice of the Mass.

Your delicate handling of such an intimate theme is surpassed only by the ingenious work of your Carl Mydans who, in spite of technical difficulties, produced as fine a set of indoor pictures as

## Boy meets dog!



"HELLO, PUPPY... how's tricks? You going to live here, too? Well, let me give you a tip, pal....



"THAT MOMMY OF MINE will probably tell you that pups should be seen and not heard... which is just plain silly. When you want anything... something to eat, for instance... just yell for it!



"SEE! IT WORKS! Come on, let's eat!

"BY the way, how do you like that Red Heart? From all I've read in the magazines, it'll really make a healthy dog out of you, pal. It's full of vitamins, I hear, and minerals, and Fleischmann's Irradiated Yeast, and cod-liver oil, too, just like I get.

"Not to mention those 3 flavors, you lucky dog! Beef-flavor one meal, fish-flavor the next, and cheese-flavor the next. Not bad! Red Heart Biscuits once a day, too... to help keep your teeth strong and healthy. Well, I've got to take my nap now. Let me know if there's anything I can do for you. Mighty glad you're going to be with us!"

Send for free book, "Dogs—Their Care and Feeding." Write to Dept. L4, John Morrell & Co., Ottumwa, Iowa.

**RED HEART**  
DOG FOOD



3 FLAVORS—BEEF • FISH • CHEESE  
FEED IN ROTATION

ever seen in LIFE or any other periodical in the country.

JOSEPH R. WILMOT  
Alameda, Calif.

Sirs:

Please permit me to extend cordial congratulations to your staff in our own name and in the name of many friends for the splendid write-up and impressive illustrations of the sacrifice of the Mass.

It is indeed rare to find things Catholic written with such correctness in the columns of the secular press.

JUSTIN MULCAHY, C.P.  
St. Paul's Monastery  
Pittsburgh, Pa.

Sirs:

LIFE is fast becoming the picture mouthpiece for the Catholic church!

GEORGE SELDEN  
Service Bureau  
Minneapolis, Minn.

Sirs:

Congratulations on the grand job you did in explaining the Mass. And Mr. Mydan's photography is so well done. The whole thing has been presented with intelligence, studied detail, reverence and attractive interest.

JAMES G. KELLER  
Director  
Maryknoll  
Catholic Foreign Mission Society of  
America, Inc.  
New York, N.Y.

Sirs:

I would like to tell you how proud I was of your pictures and beautiful description of the Mass, and how proud that I am a Catholic.

B. GALLEGOS  
Hollywood, Calif.

Sirs:

Many thanks for the fine pictures and descriptions of the Mass at St. Patrick's Cathedral. It has helped me and many others, I am sure, to understand the Church.

JEAN ADAMS  
Beaumont, Tex.

Botticelli's Young Man

Sirs:

The "limpid flexibility" of the fingers in Botticelli's *Portrait of a Young Man*, reproduced in your issue of March 21, is much more obviously due to the arthritis which the subject of the portrait suffered from rather than to playing the lute. Very characteristic is the spindle-shaped deformity of the middle joints of the fingers. I happen to have a copy of the portrait myself and have had many physicians comment on the arthritic deformity of the hand of this young man.

MARK FALCON LESSES, M. D.  
Boston, Mass.

Doctors are given to less romantic theories than artists. Neither can speak with certainty in this case.—ED.

Senate Line-up

Sirs:

Readers of LIFE will find it most interesting to refer to the issue of LIFE for Nov. 20, containing the Senate line-up according to New Deal allegiance, and compare this arrangement with the way in which the Senators voted in respect to the Administration Reorganization Bill.

Following this recent voting it can be noted that the Coat-tail Riders remained true to their title. A few New Dealers went over into the "Unpredictable" group, while one left the anti-Roosevelt grouping.

Thus as a whole this line-up proved a fairly good yardstick in judging as to the Senatorial voting.

O. C. LINDECAMP  
McKeesport, Pa.

## HOW A SIMPLE TRICK MAKES SHAVING EASY



BLACKSTONE, MASTER MAGICIAN, TELLS ALL

• "Making whiskers disappear like magic is one of the easiest tricks on earth," says Blackstone, who amazes crowds nightly with his startling feats of wizardry. "Just slip a Gillette Blade in your Gillette Razor and—presto—you've got the closest, longest-lasting shave money can



THE CLOCK WAKES YOU—IT TAKES A GILLETTE SHAVE TO WAKE YOUR FACE

• An alarm clock may get you up—but it takes a clean, close Gillette shave to wake up your face! No other method is so stimulating and refreshing. A keen Gillette Blade tones your skin magically—keeps it looking and feeling like a "million!"



I SAID GILLETTE!

REMEMBER IT'S YOUR FACE

• Misfit razor blades may fool the eye—but not the cheek! When shaving edge protrudes too far, or not far enough—your face is quick to detect it! Avoid misfits. Demand Gillette Blades. They are precision-made to fit your Gillette Razor accurately!



• Gillette Brushless Shaving Cream—made with peanut oil—softens tough whiskers, speeds shaving, soothes the skin. You'll like it! Big tube 25¢.

buy. Nobody can fool me on blades or shaving methods. I've tried them all. That's why I say, the cheek is quicker than the eye. Shave the Gillette way and your face feels the difference. What's more, it shows the difference—looks cleaner and smoother—for hours to come!"



PRESTO! THE WORLD'S BEST SHAVE

• A few passes whisk away Blackstone's steel-gray stubble quickly and cleanly. You don't have to be a magician to duplicate this feat. Simply use a Gillette Blade in a Gillette Razor. You'll get the world's best shave for less than one cent a day.



GILLETTE METHOD: OTHER METHOD: The Gillette removes ragged stubble cleanly—left by another method will look giving you a shave full-grown in a few short hours!

**LESS THAN 1¢ A DAY**  
buys the world's finest blades



PRECISION-MADE  
FOR EACH OTHER

**Gillette Blades**

MORE SHAVING COMFORT FOR YOUR MONEY

# SPEAKING OF FASHIONS . . .



Summer symphony in blue chiffon

## ... HERE ARE PICTURES OF FRENCH STYLE MOVIE

For the first time in the history of French *haute couture*, seven of the leading dressmakers in Paris united a few weeks ago to present a brief newsreel picture of their loveliest gowns for summer evening wear. It took an American woman, Lillian Fischer, who for four years was Paris editor of *Harper's Bazaar*, to break down the French traditions: (1) that a top couturier can indulge only in a one-man show, (2) that publicity in movies, reaching millions, is undesirable. French dressmakers well know that only a handful of Americans can afford to buy these gowns. The Paris originals cost from \$200 to \$600, and a good copy made by an American importer, from \$175 to \$250.

But Paris now wants publicity. It has undoubtedly felt the pinch of the American recession. It is also aware that American designers are creating good formal styles that are chic and practical, and sports clothes that are unsurpassable. But it will probably be shocked to know that in high-style circles there is a growing revolt against the fashion extremes that have been stemming from Paris. Leader of the revolt is the spirited American Designer Elizabeth Hawes, who recently published a book calling all fashion spinach.

On these pages are the dresses selected by Alix, Lanvin, Lelong, Maggy Rouff, Patou, Schiaparelli and Vionnet for their first joint fashion movie. They are definitely flattering dresses. It would seem as if the designers had come to the sound realization that women like to look pretty and that men pay more cheerfully for clothes that produce that effect. They are part of the spring collections which featured evening dresses with extravagantly full skirts, mostly of transparent materials. Bodices were form-fitting with off-shoulder décolletages. White in every shade was a favorite, with pastels second. But if one reads on, one finds almost every type of dress. That is because there are some women smart enough to ignore Fashion and insist on clothes that become them.

On the page opposite, Ruth, 17-year-old Danish dancer wears Lelong's pale-blue chiffon dancing dress. The skirt is slit up the front. When caught in the wind it completely exposes the slip beneath.

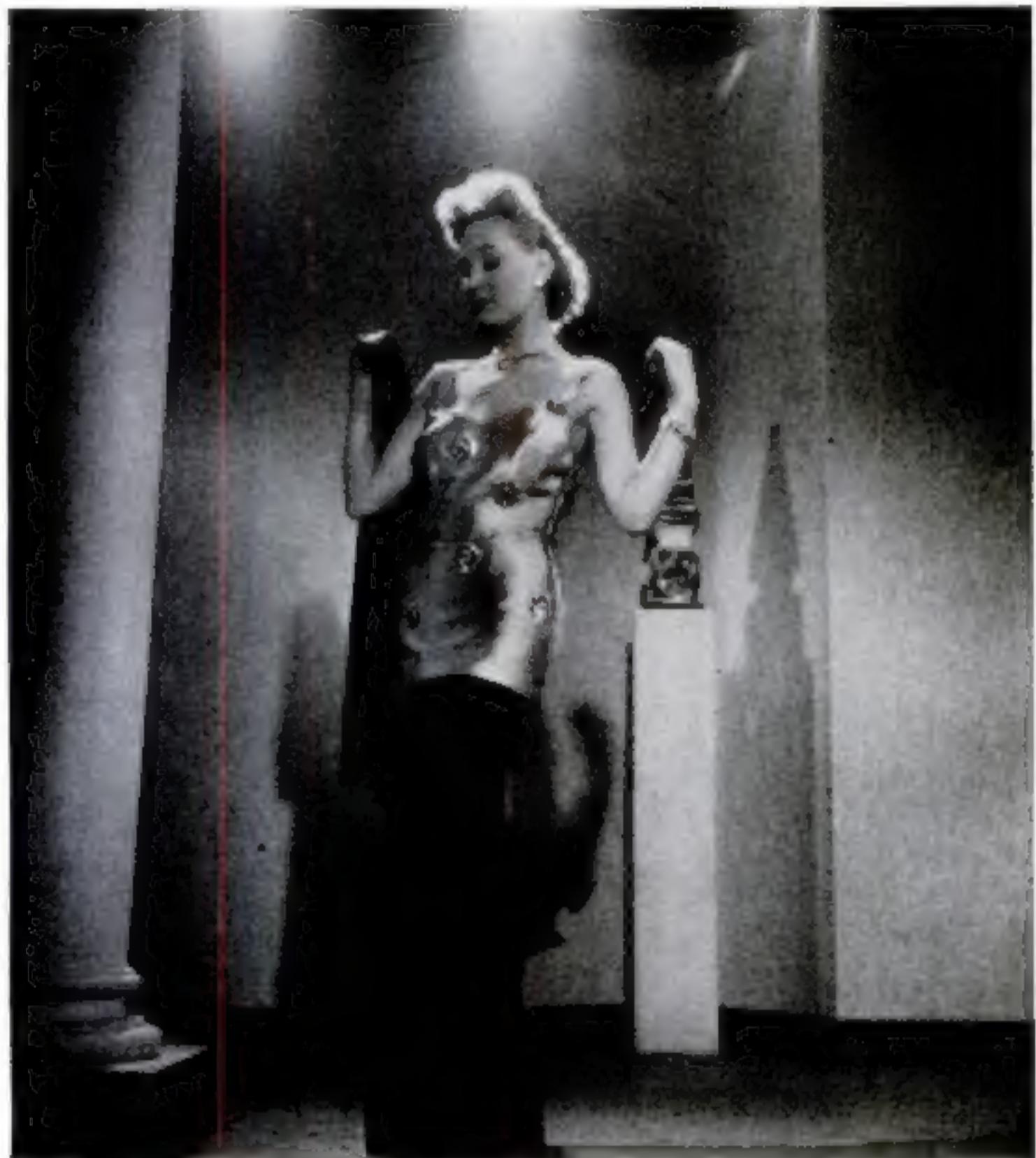


Ten prettiest models in Paris await instructions from Fox Movietone cameramen in foreground.

Girl, with back turned on steps, wears Maggy Rouff's white organdy with black Chantilly lace.



Silver cloth, pink tulle over silver and quilted white crepe are used in the gowns above. The informal pose is typical of the work of Jean Moral, French photographer who took these photographs. He was one of the first to use candid shots in fashion photography.



Lelong's rebellion from the pretty-pretty theme is seen in this model with form-revealing tunic of embroidered rose satin, skirt and cape of slinky black jersey. Gowns like this are suggested for wear at dinner and theatre where the fuller skirts may be unwieldy.



### AS SMART AS THE EASTER PARADE

Fineness on display! Crispness in the air! And when the Easter Parade is over, her escort will light a Webster—first in the social register of cigars—whose bouquet always wins feminine approval and, while moderately priced, satisfies the man accustomed to the finest imported Cuban cigars. At the better counters from coast to coast.

### WEBSTER

CUSTOM MADE

SHAPES! FANCY TALES (AFTER-DINNER), 10c; GOLDEN WEDDING (THE YOUNG MAN'S ENDURE!), 10c; QUEENS, 2 FOR 25c; PERFECTO CHICO, 10c.



## SPEAKING OF FASHIONS

(continued)



Six nationalities are represented by the 14 mannequins in this movie. The famous Russian Mannequin "Lud" poses here in a Patou off-shoulder model. Notice the high hair-do which hairdressers have unsuccessfully been trying to popularize.



Fragile waltz dresses of tulle or lace like these will be prevalent on gala summer evenings. A single white rose decorates the black pleated dress on mannequin at left. It takes from ten to twenty yards of material just for the skirts of such dresses.



It's easy, nowadays, to know good doughnuts. The Seal of Tested Quality tells the story. For the minute you see the Seal you know delicious doughnuts are ahead.

All over the country bakers who pledge themselves to quality ingredients in the making of their doughnuts, display the Seal reproduced above. It's on their doughnut cartons, trays and bags. It's in bakery windows . . . on grocery counters. Doughnuts, sold at food stores and restaurants, bear its likeness. Look for the Seal whenever—wherever—you buy doughnuts. Insist on it if you'd eat doughnuts at their best.

Look for announcements of Tested Quality Doughnuts in your local stores and newspapers.



© D. C. A.

# LIFE

Vol. 4, No. 15

April 11, 1938

REG. U. S. PAT. OFF.

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED  
UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1938 BY TIME INC.

## CONTENTS

## THE WEEK'S EVENTS

Herbert Hoover Looks at Europe	9
Czechoslovakia Has Map Trouble	12
Death Takes Su-Lin, America's First Panda	14
A Cyclone Circles Through a Kansas City	15
The Kennedy Kids: America's Gift to Diplomacy	16
The Winders in a Box	18
Telegrams Deluge Washington on Reorganization Bill	19
France Bombs Barcelona as Prelude to Catalonian Invasion	25
Mrs. Roosevelt: "Greatest American Woman"	31
Initial Craze Results in Double Sales	33
Swedish Minister's Wife Gets Splashed	36

## THE PHOTOGRAPHIC ESSAY

Mexico: Can a Socialist at Home Be a Good Neighbor Abroad?	50
--	----

## ART

Great Flemish Paintings in America: No. III in LIFE's Historical Series	29
---	----

## SCIENCE

Doctors Present "Birth of a Baby" in Welfare Movie	33
New Einstein Book Popularizes Relativity Theory	49

## THEATRE

"Prologue to Glory": Abe Lincoln and Ann Rutledge at New Salem	41
--	----

## OTHER DEPARTMENTS

Letters to the Editors	2
Speaking of Fashions: Summer Evening Gowns	4
LIFE Goes on the Road with Helen Hayes	61
Pictures to the Editors	68

The cover and entire contents of LIFE are fully protected by copyrights in the United States and in foreign countries and must not be reproduced in any manner without written permission.

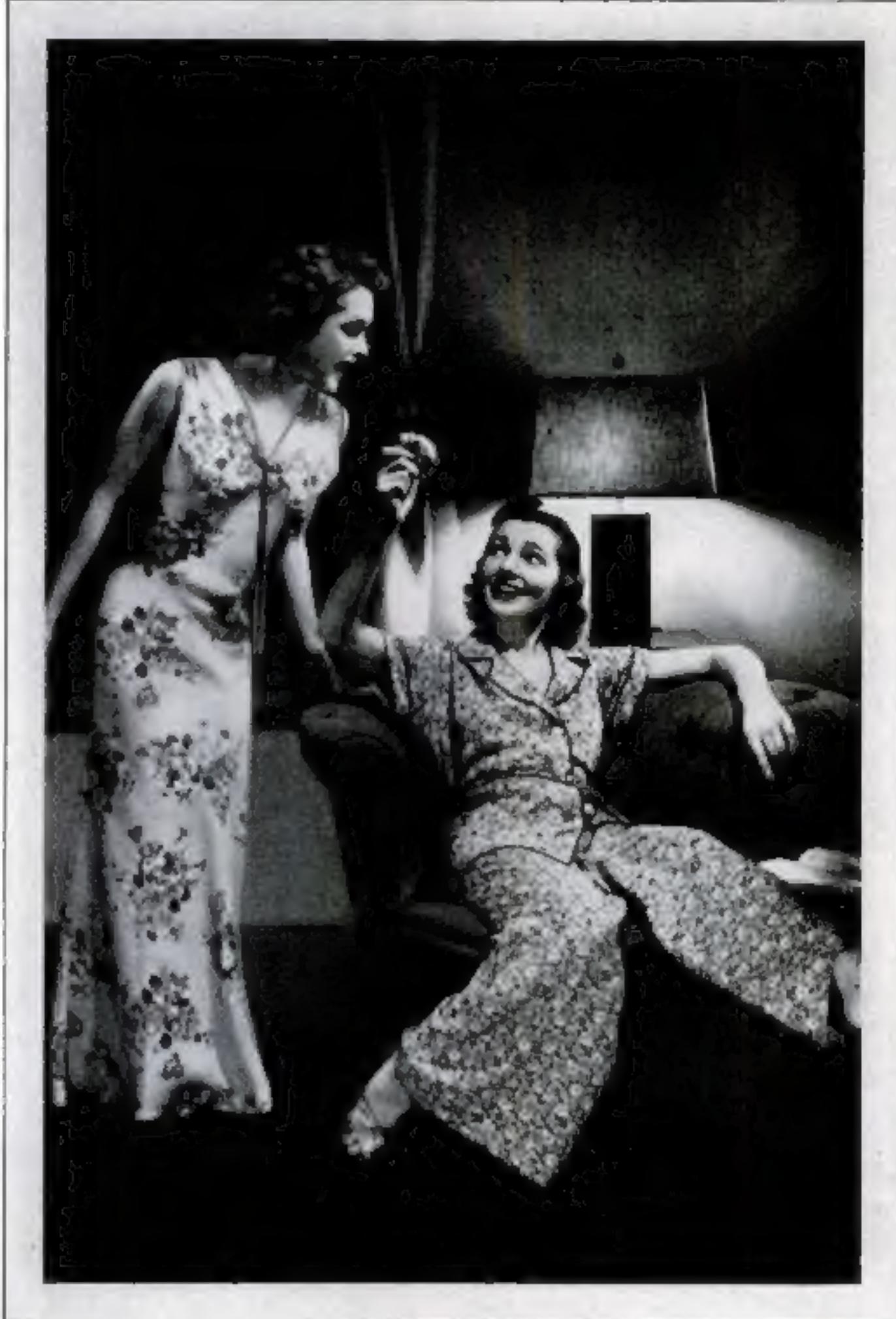


**LIFE'S COVER:** The dashing brunette on the cover was photographed by Alfred Eisenstaedt on the S. S. *Queen Mary* at her New York dock. She is 23-year-old Luella Hurd, an Albany girl who for two years has been modeling clothes in New York. Five weeks ago you saw her picture in LIFE's Party, at Palm Beach (pages 62 & 63, March 7). Miss Hurd wears an abbreviated terry-cloth coat (\$6.50) which goes on over the head like a man's old-fashioned night shirt. The initials on the coat are part of a plot to put monograms on everything (see page 38).

EDITOR: Henry R. Luce  
MANAGING EDITOR: John Shaw Billings  
ASSOCIATE EDITORS: Daniel Longwell, Wilson Hicks  
PHOTOGRAPHERS: Margaret Bourke-White, Alfred Eisenstaedt, Rex Hardy Jr., Bernard Hoffman, Thomas D. McAvoy, Hansel Mieth, Carl M. Mydans, John Phillips, Peter Stackpole, William Vandivert  
ASSISTANT EDITORS: Howard Richmond (Art), Hubert Kay, David Cort, Paul Peters, Joseph J. Thorndike Jr., Joseph Kastner, Geoffrey T. Hellman, Andrew Heinkel, Lincoln Barnett, Maria Sermolino  
EDITORIAL ASSOCIATES: Rachel Albertson, Margaret Bassett, Ruth Berrien, Alan Brown, Judith Chase, Mary Fraser, Frank Hall Fraymer, Dorothy Hoover, Sally Kenniston, Alexander King, Dorothy Jane Larson, Mary MacFarquhar, A. K. Mills, Willard D. Morgan, Helen Robinson, Roxanne Ruhl, Bernice Shrifte, Margaret Varga  
PUBLISHER: Roy E. Larsen  
CIRCULATION OFFICE: 330 East 22nd Street, Chicago, Illinois  
U. S. EDITORIAL AND ADVERTISING OFFICES: 135 East 42nd Street, New York, London  
Editorial Office: Dean House, 4 Dean Street, London, W. L. Paris Editorial Office: 52 Avenue des Champs Elysées, Paris (8E).

SUBSCRIPTION RATES: One year in the U.S.A., U. S. Territories & Possessions and Canada, \$4.50; countries of the Pan-American Union, \$6.00; elsewhere \$10.00. Single copies in the U.S.A. and Canada, 10¢; U. S. Territories & Possessions, 15¢; elsewhere, 25¢.

## CANDID CAMERA SHOTS OF THE NEW FASHIONS



Miss Louise Leonhard, Long Island: "I simply can't resist Kay-Phairs—they're pretty as a picture and so flatteringly feminine."

Miss Ronnie Russell: "Right you are, Louise. But for a change I like gay, modern Kay-Jamas with their smart tailoring."

Both gowns and pajamas are of washable fast color prints. Kay-Phair\* rayon gowns... \$1.98. Kay-Jamas\*... \$2.95. (Other new Spring styles \$1.98 and up.)

### HOSIERY GIVEN FREE FOR SNAPSHOTS!

Just send a snapshot of yourself or a friend, wearing Kayser Spring gloves or hosiery. It's easy—it's fun. You will win 6 pairs of Mir-O-Kleer\*\* hosiery for each snapshot we accept. Snapshots submitted will not be used for advertising purposes without consent. No pictures returned. Address Kayser, Dept. L-3, 500 Fifth Ave., N. Y. C. In Canada: Address Kayser, Dept. L3, University Tower, Montreal.

BE WISER—BUY

\*TRADE MARK REG. U. S. PAT. OFF. NO. 1,948,267

**KAYSER**  
\*TRADE MARK  
© 1938, JULIUS KAYSER & CO.



## THE MORNING MALE!



**FIRST PICK-UP** of the morning—a chilled tumbler of Tomato Juice by Heinz. Here's the letter-perfect way to start the day off right. Rich man, postman, beggarman, chief—*everybody* enjoys the tantalizing tang of this savory, flavorful beverage! It's one of nature's grandest, most exhilarating gifts. Drink deep. See how rich Heinz Tomato Juice is—how it clings to the glass.



**POST-haste** to the golf course of a holiday morning, this seeker after health pauses at the refrigerator for a brimming glass of Heinz Tomato Juice. He knows what's good for him! For vitamins galore lurk in the rich, flavorful body of this tasty scarlet nectar! Have some today.



**HANDLE WITH CARE!** Mothers who exercise caution in the selection of youngsters' foods find the Heinz "57" Seal a source of great satisfaction. They serve Heinz Tomato Juice in full confidence that it is the best money can buy. And how Junior goes for that real tomato taste!



**MORNING ROUTE.** Skilled pickers work their ways along rows of the world's finest tomatoes at dawn—gathering them for Heinz. Long before dark these vine-ripened beauties have been pressed, their flavorful juice sealed in tins, waiting your thirst!



**FIRST CLASS** fruit—the Heinz "aristocrat" tomato! Grown from pedigree seedlings, scion of generations of eugenic breeding, the Heinz "aristocrat" is the world's finest tomato! Vine-ripened, picked at the very peak of perfection, full of rich, wholesome juice—what a beverage it provides!

# LIFE

VOL. 4, NO. 15

APRIL 11, 1938

## HERBERT HOOVER LOOKS AT EUROPE

And gets twelve honorary degrees

**O**n March 29 Herbert Hoover got back to the U. S. from his first trip to Europe in 19 years. He had, as he told the Council on Foreign Relations in a radio speech, examined "the furniture in the minds" of the head men of 14 nations. In his travels, he had been awarded a dozen honorary degrees, the last in Finland where the University of Helsinki gave him a sword, a funny hat and a Ph.D. (right).

Europe had depressed America's only living ex-President. He could not forget his own part in its past. He had fed the Belgians during the War with U. S. money. He had fed most of the rest of Europe afterward through "the most horrible famine since the Thirty Years' War" (1618-1648). He had helped create a republic, Finland, at Versailles, by balking the French who thought Communism was a passing phase, wanted to keep Russia intact for the Tsar's return. He remembered the hopes of 1919 that "a new and glowing period had dawned," remembered his own prediction then that the Allies' attitude toward conquered democratic Germany would have grim consequences.

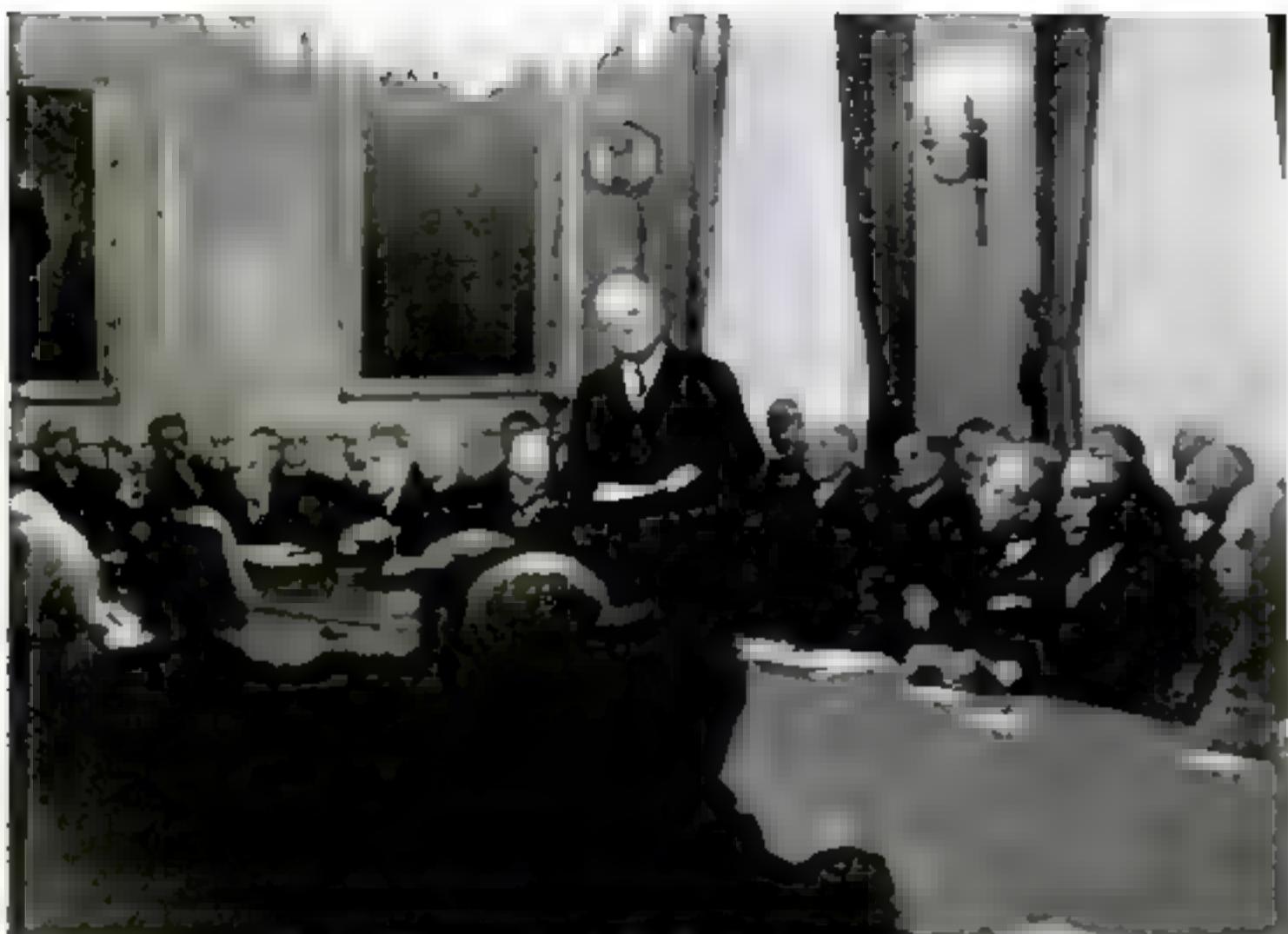
Hoover had found new forces at work in Europe: 1) the rise of Planned Economies; 2) a continent that is "a rumbling war machine without the men yet in the trenches"; 3) unbalanced budgets; 4) Fear—"fear by nations of one another, fear by governments of their citizens, fear by citizens of their governments and the fear of people everywhere that general war is upon them again"; and 5) "an underlying failure of morals terrible to contemplate."

Nevertheless he did not believe a world war is "in immediate prospect." Said he: "War preparations are not complete. The spirit is yet one of defense, not of offense." Unlike 1914, he found Europe in 1938 thoroughly awake to the war tinder spread across the map and doing its best to be careful with matches.

He had found Fascism "a raging power," destroying initiative, and Marxism "a dying faith." He concluded, "I detected in every case the hope that some day liberty might return. The spirits of Luther, of Goethe, of Schiller, of Maxami and Garibaldi are not dead."



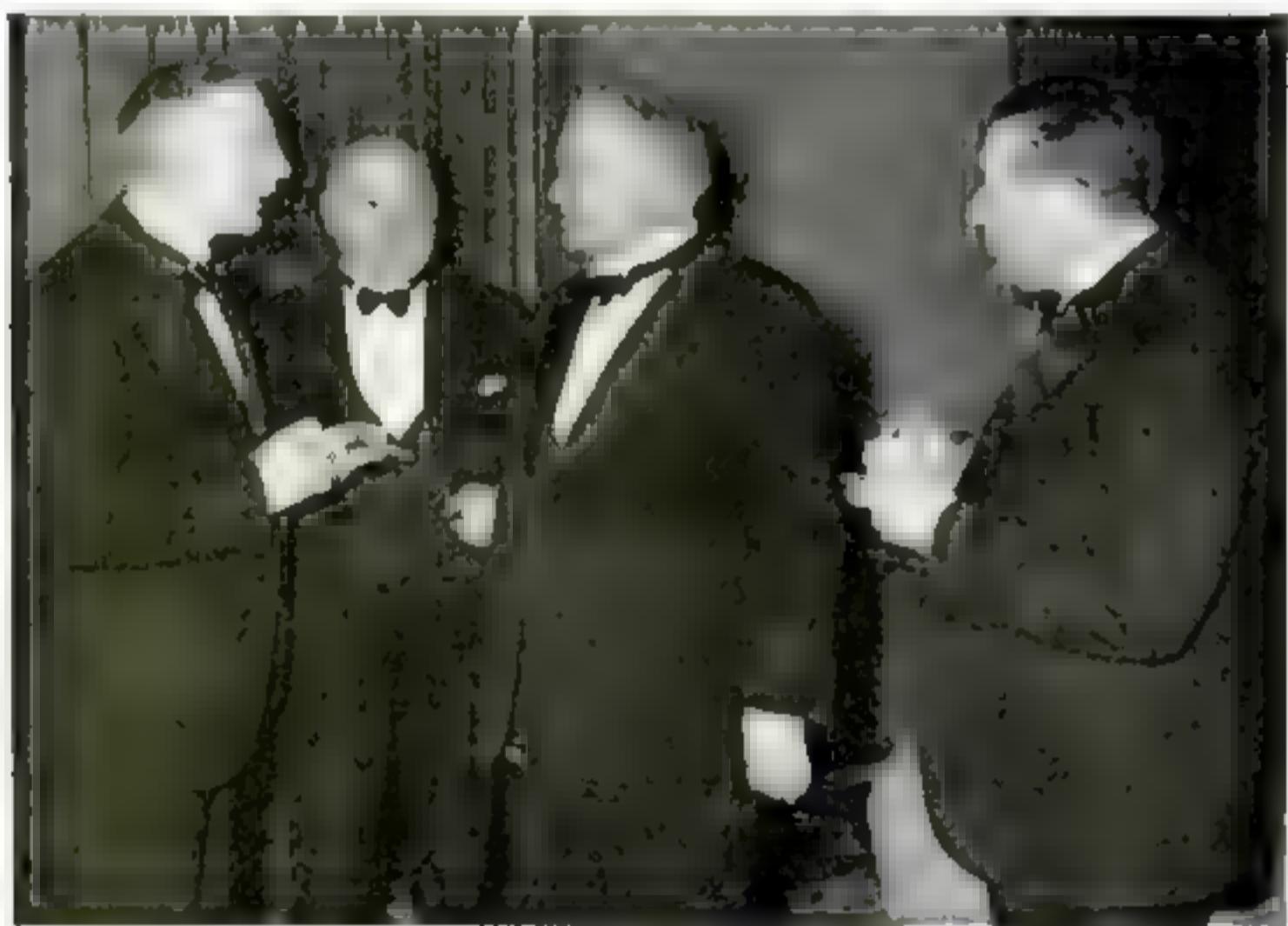
HOOVER THANKS FINLAND'S UNIVERSITY OF HELSINKI FOR PH.D. AND HAT



**Belgium.** Of the 120 Belgians who worked with Hoover during the War to salvage "the heart-breaking backlog of war victims," a surviving 40 dined him in Brussels Feb. 19. Crowds abouted "Vive l'Amérique!" "Vive le Président!" To Europe Hoover is not a presidential has-been but still the great humanitarian hero who succored a war-shattered continent.



**Austria.** "Under arrest" noted Hoover on this picture of Vienna's Mayor Richard Schmitz, jailed by Nazis nine days later. But here March 8, Schmitz stood on a terrace atop the Kahlenberg and showed Hoover the rambling city. In the rear the Danube curves. Says Hoover: "Fascism will fail some time, just as Marxian Socialism has failed already."



**Germany.** Hoover told his fellow financier, Reichsbank President Hjalmar Schacht (left), at a Carl Schurz Society dinner March 8 that Nazi Germany had shown results on jobs, housing, public works, rearmament, was told by the Germans that they wished he were still President of the U. S. Back home Hoover said, "Let no one believe Fascism is about to collapse."



**Germany.** Hoover had lunch at Hermann Göring's flamboyant hunting lodge March 9. His host, the No. 2 Nazi (in white coat) is at right. Hoover is with Paul Schmidt, Foreign Office interpreter for pre-Nazi chancellors. Of Germany Hoover said: "A gigantic growing military machine has been successfully squeezed out of an already skimpy standard of living."



**Latvia.** Hoover posed March 13, beside a portrait of ex-President Cakste, with Europe's least-known dictator, Latvia's Vadomas ("Leader") Karls Ulmanis who learned dairying and cheese-making (Latvia is mainly pastoral) at the University of Nebraska, helped draft a democratic constitution in 1922, abdicated it in 1934 and jailed both Leftists and Rightists.



**Finland.** Luncheon March 15 in the Presidential Palace of Finland's President Kyösti Kallio (third up on the right). Hoover (talking to Premier Cajander) found the true spirit of democracy burning with the zeal of the U. S. of 1776 in only two European nations of 1938—Finland and Czechoslovakia. Finland alone pays its post-War relief debts to the U. S.



## Hoover and Kosciuszko

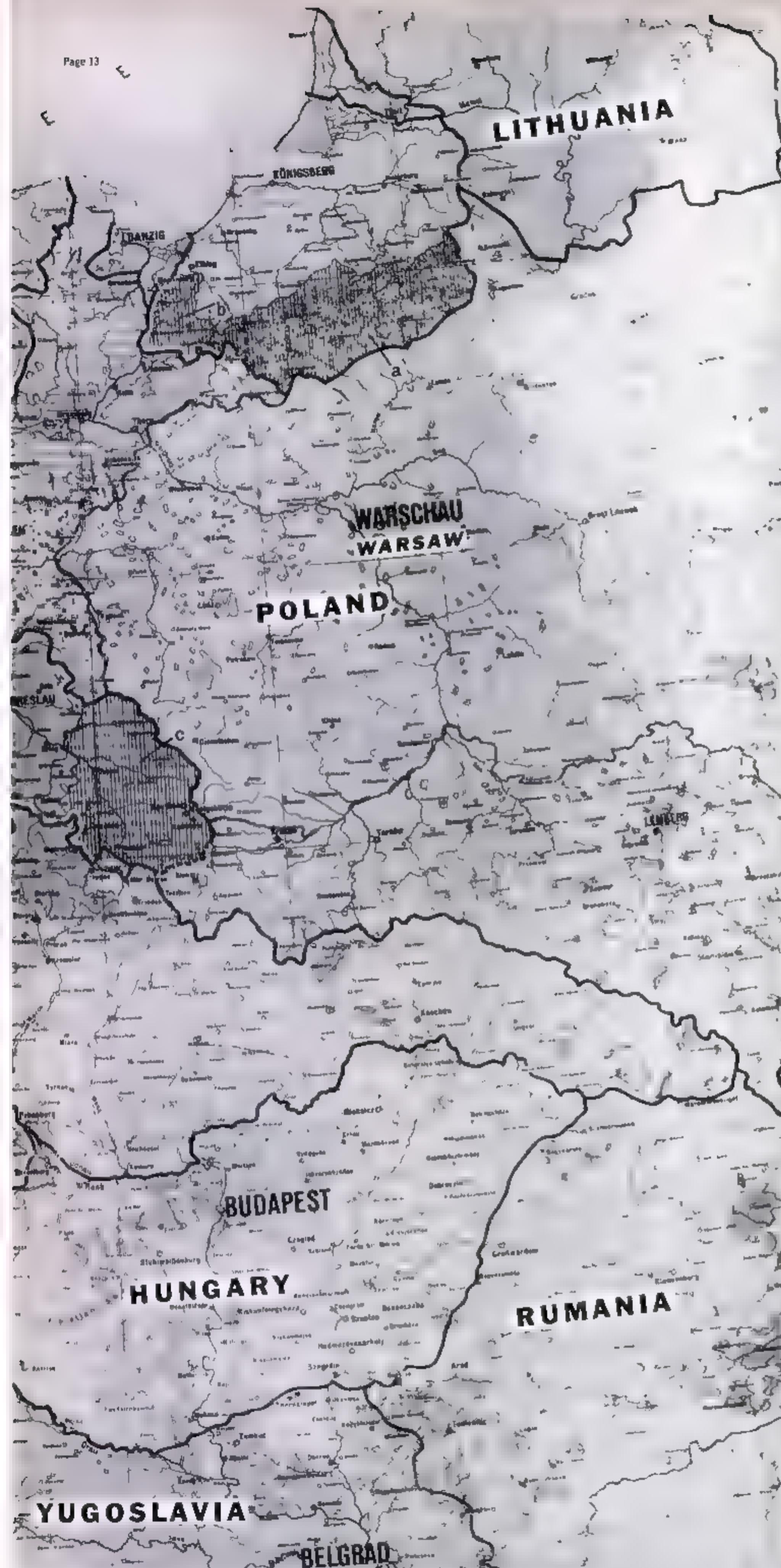
**A**Pole, Tadeusz Kosciuszko, fought for the American Colonies in the Revolutionary War. Hence, on March 11 in Cracow's Stanislaus Cathedral, Herbert Hoover laid a wreath on Kosciuszko's tomb (above) as well as on that of Poland's late Dictator Josef Pilsudski, nearby. In Poland, created by Woodrow Wilson, Hoover found little demo-

cratic zeal but a clique dictatorship trembling on the verge of Fascism. Together with ten other nations the U. S. saved from starvation after the War, it does not pay its post-War relief debts to the U. S. Hoover suggests that these be paid into local funds in the countries that owe them, for higher education, scientific research and for exchange students to the U. S.

CONTINUED ON NEXT PAGE

– Deutsches Selbstbestimmungsrecht! – \*





HOOVER WITH CZECHOSLOVAK PRES. BENES

## THE KEY NAZI MAP OF A GREATER GERMANY

This German language map of Central Europe purports to show where peoples speak German and are, to the Nazis, "Germans." Made in 1921 in Vienna, it is supposed to be based on the map Woodrow Wilson used at the Paris Peace Conference to document his fight for self-determination of races. Today Nazis are displaying it widely through Greater Germany, as evidenced by the picture on opposite page taken by John Phillips, LIFE's photographer, in Vienna March 17. Though 17 years old, it still authentically represents Pan-German aspirations.

Wildly absurd is Germany's claim to two-thirds of Switzerland and most of Alsace-Lorraine. Much more immediate and ominous is the German tide lapping the Western boundaries of Czechoslovakia. The map also shows by black spots the historic German drift eastward down the Danube to the Ukraine. Hitler sees these spots as stepping stones to Germany's greater destiny. In his path stands the natural island fortress of Czechoslovakia—old Bohemia of which Bismarck said: "The master of Bohemia is the master of Europe." Hitler plans to undermine this fortress by political and economic infiltration.

"Fourteen nations," says Herbert Hoover, "with 240,000,000 people, have adopted notions of Fascism. And Fascism has demonstrated a way to fool all the people all the time—by suppression of all criticism and free expression. Intellectual sterility and deadened initiative and individuality are its inevitable results. It is becoming a gigantic spartanism."

"I found most nations in Europe convinced that we (the U. S.) would be inevitably drawn into the next great war as in the last. . . . If we join with the two other powerful democracies, Great Britain and France, we would be fostering the worst thing that can happen to modern civilization, that is, the building up of a war between government faiths or ideologies. It could have all the hideous elements of old religious wars. We should have none of it."

"Despite the solemn affirmation of the German right of self-determination, by the treaties of Versailles and St. Germain the German peoples have been divided into twelve states. For more than 15,000,000 Germans, the right of self-determination and reunion with the Motherland has been denied. The white line on this map not only cuts the body of the Germanic peoples into arbitrary pieces, but also deliberately tears through allegiance and faith, through human self-respect and justice."

# SU-LIN, AMERICA'S FAVORITE ANIMAL, DIES OF QUINSY IN CHICAGO ZOO

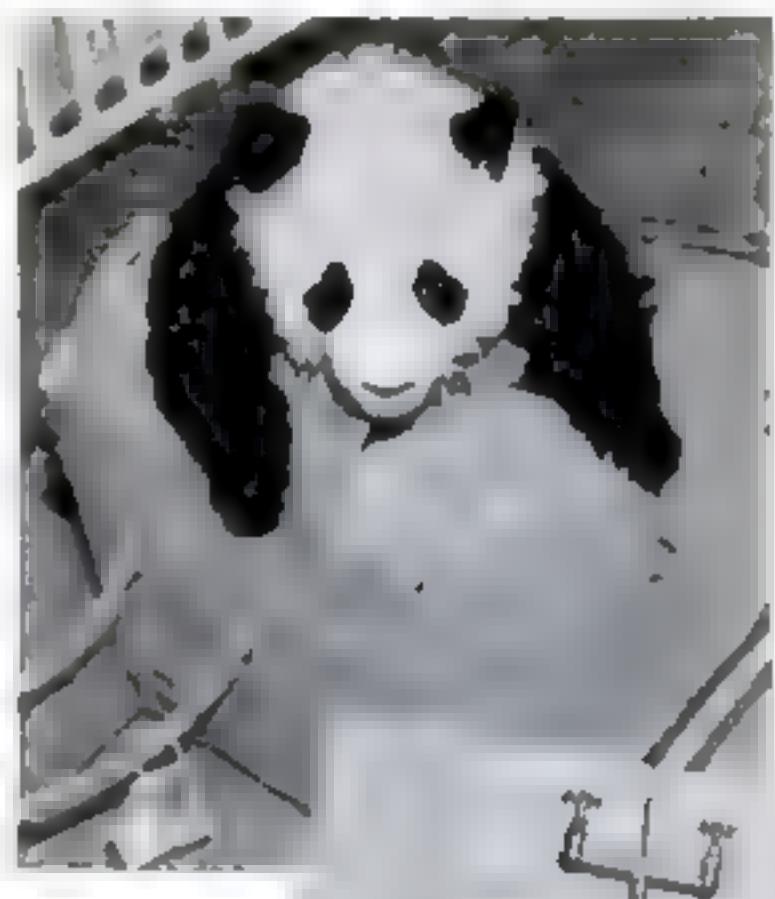


Su-Lin's last portrait was this rollicking shot taken by LIFE's Photographer Bernard Hoffman on March 24. The

1½-year-old panda is teetering on a stool, ignoring a carrot between her feet. Below: Mei-Mei explores her environment.

Two thousand miles up the Yangtze River in mountainous Szechuan Province an infant giant panda lay whimpering within a hollow tree trunk on Nov. 9, 1936. Its cries, reaching the ears of Mrs. William H. Harkness Jr., American explorer, ended a two-year search for one of the world's rarest animals. She named the baby Su-Lin ("A Little Bit of Something-Cute"), nursed it on milk and cod liver oil, delivered it to Chicago's Brookfield Zoo in February 1937. Year later Mrs. Harkness arrived in Chicago with another baby panda named Mei-Mei ("Little Sister"). Su-Lin is shown at left, Mei-Mei in small pictures below. Together they jumped zoo attendance to 40,000 a day, enchanted the animal lovers of America.

On March 27 Su-Lin, grown from 18 lb. to 148, swallowed an oak twig, scratched her throat. Quinsy developed and she died April 1. Of her countless mourners none wept more bitterly than Mrs. Harkness who had planned to leave for China next month to find Su-Lin a sturdy male mate. Now Mei-Mei is the sole white hope of the panda world in the U. S.





## TORNADO CUTS A WINDROW THROUGH KANSAS TOWN ON WHIRL ACROSS FIVE STATES

This extraordinary aerial view of Columbus, Kansas, illustrates more vividly than pages of exposition the wanton path of a tornado. Crushing northwestward from Oklahoma on the morning of March 30, the whirling wind column roared into Columbus just as pupils of the Highland grade school (left foreground) were dismissed from classes for recess. Bricks and plaster crashed about their heads. Window panes splintered. The roof sped off into space. Half the west wall crashed into the yard. But the schoolhouse withstood its dreadful buffeting better than other structures in the twister's grim course. Capriciously the lean finger of destruction veered off to the right, stripped several trees of all their smaller branches, flattened a few small sheds, circled completely around one house with only a nibble at its side porch (centre foreground), utterly demolished another (right foreground). Reversing its direction, it spun diagonally back across two

blocks, cutting an ugly furrow between neat rows of untouched homes, and derailing freight cars (upper left corner). Then it whirled on to the north.

Advancing 20 to 50 miles in an hour, a tornado carries in its core deathdealing currents that rotate at speeds high as 300 m.p.h. West Indian hurricanes and East Indian typhoons produce wind velocities of only 150-200 m.p.h. at their peak. But tropical cyclonic storms cover thousands of miles. The tornado of the Mississippi watersheds dances on a pointed toe sometimes only 50 feet in diameter. A kick from its toe is certain death. And in its immediate wake stalk breathless low-pressure areas wherein buildings literally explode as their internal air expands into the tornado's vacuum.

The tornadoes of March 30 danced through five States, left behind them a toll of 33 dead, 250 injured, \$1,000,000 worth of homes and buildings destroyed.



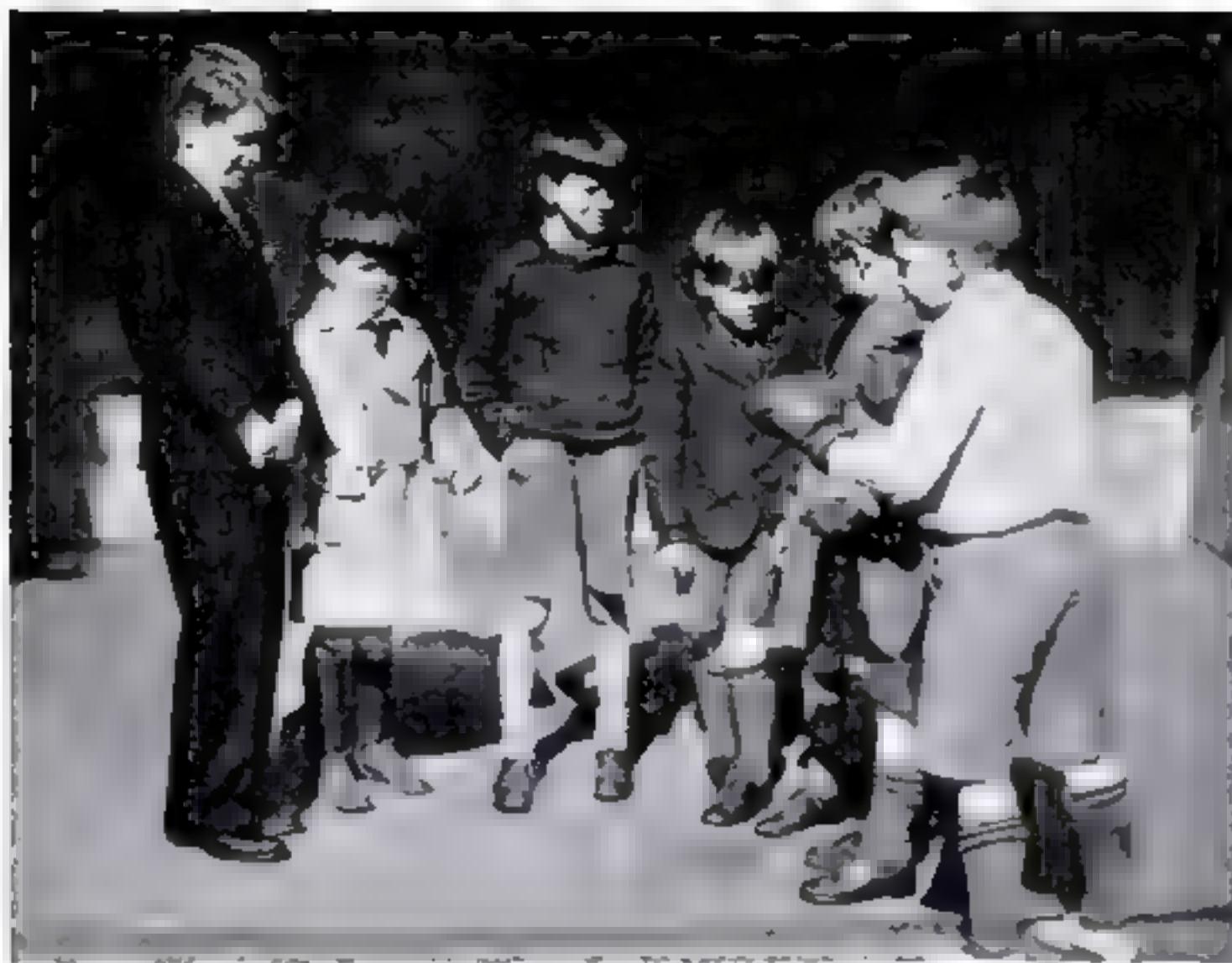
FATHER, MOTHER AND FIVE OF THE KENNEDY KIDS LINE UP FOR BRITISH NEWS-CAMERAS IN THE YARD OF THE AMBASSADORIAL RESIDENCE



In Rotten Row, famed Hyde Park bridle path, Kathleen, 18, and Patricia, 13, ride out on two of the seven horses which Ambassador Kennedy has bought for the seven members of his family now in London. Presumably he must buy four more when the rest of the family arrives.



A Beefeater points out the thrilling sights of the Tower of London to three of the Kennedy Kids. In front are Bobby, 12, and Teddy, 6. Jean, 9, stands between two friends at right. A headline in the London *Daily Herald* March 17. THE KIDS TAKE OVER THE EMBASSY



"You want to fight?" Their British classmates challenge Bobby and Teddy Kennedy (*left*) on their first day at London's Gibbs School. The two elder Kennedy boys are in Harvard.



Joseph P. Kennedy Jr. played for Harvard against the Cambridge University rugby team at Harvard on March 26. Result was a 50-to-0 beating for Harvard, a banged head for Joe Jr.

## THE NINE KENNEDY KIDS DELIGHT GREAT BRITAIN

There are only five Dionne Quints, and the Kennedy Kids are nine. If Father Joseph Patrick Kennedy ever gets to be President, he will owe almost as much to that fact as to the abilities which earned him \$9,000,000. His bouncing offspring make the most politically ingratiating family since Theodore Roosevelt's. Whether or not Franklin Roosevelt thought of it beforehand, it has turned out that when he appointed Mr. Kennedy to be Ambassador to Great Britain he got eleven Ambassadors for the price of one.

Amazed and delighted at the spectacle of an Ambassadorial family big enough to man a full-sized cricket team, England has taken them all, including extremely pretty and young-looking Mrs. Kennedy, to its heart. As a family act in the British press, the Nine Kennedy Kids are rapidly outstripping the Quints. On these pages you see some of the pictures which British news-cameras have made of the five who are now in London. But the British favorite remains the full-dress line-up of all eleven Kennedys which LIFE printed in its Dec. 20 issue.

American Ambassadors to Britain have inclined a bit toward the stiff side. "Ambassador Joe" made an immediate hit by propping his feet on his desk at his first press conference, by shooting a hole in one on the Stoke Poges golf course, by his forthright attention to business and by the appeal of his nine handsome children.

Headlines on the Kennedys' first two royal interviews were: KING GEORGE ASKS TO SEE KENNEDY'S NINE CHILDREN and QUEEN TALKS BABIES WITH MRS. KENNEDY. Beginning his speech at the Pilgrims society dinner which greets every new American Ambassador, Father Kennedy declared

"The Pilgrims have a more than usually understanding guest of honor tonight. You probably have never entertained a man who came closer, in his own right, to being a Pilgrim father. If any of you has ever attempted to transport a wife and nine children across the Atlantic Ocean I am sure he will understand what I mean. . . . The original Pilgrim fathers, I am sure, could not take with them on the Mayflower all of those who wanted to go. I found myself in much the same predicament. The Kennedys, therefore, are coming over in installments."



Teddy Kennedy gets camera instruction as he and Jean watch the changing of guard outside Buckingham Palace while their father and mother are inside calling on the King

and Queen. The Kennedys anticipate a housing problem when the Harvard sons and two daughters at the Convent of the Sacred Heart in Noroton, Conn., go over this summer.



## THE WINDSORS IN A BOX

**O**bscurity grows heavier around the Duke and Duchess of Windsor as they trail out their dressy exile across Europe. On March 23 they were caught at

tending a benefit gala for French war veterans in a Versailles theatre. Behind and between the Duke & Duchess is the Duke's loyal quarry, Dudley Forwood

# CONGRESSMEN GET 245,000 TELEGRAMS OPPOSING REORGANIZATION BILL

I SINCERELY SUBSCRIBE TO THE NEW YORK HERALD TRIBUNE'S POSITION ON THE REORGANIZATION BILL. I AM ADDITIONALLY SERIOUSLY CONCERNED OVER THE DANGEROUS POLICY OF PASSING THE REORGANIZATION BILL AS A MEASURE BUT ONE AFFECTING OUR FORM OF GOVERNMENT. STOP! I AM ASKING YOU VOTE TO RECONSIDER THE BILL. I AM ASKING YOU TO RECONSIDER BEFORE SURRENDERING THE POWERS OF CONGRESS TO THAT OF DICTATORSHIP. F. DE C. SULLIVAN.

WESTERN UNION

WESTERN UNION

Telephone Your Telegram to Postal Telegraph

SENATOR ERNEST L. LUNDEEN  
SENATE OFFICE BLDG. WASHDC 50-A

WASHINGTON HAD SUFFICIENT POWER TO FREE ILLINOIS. FRANKLIN ROOSEVELT LINCOLN SUFFICIENT POWER TO FREE ILLINOIS. FRANKLIN ROOSEVELT LINCOLN RECONSTRUCTION PLAT FORM. PERSONAL POWER WILL TAKE CARE OF IT. FREDERICK D. LEE, ELLEN SHIPMAN.

WESTERN UNION

WESTERN UNION

SENATOR ERNEST LUNDEEN  
SENATE OFFICE BLDG. WASHDC 50-A

STAND FIRM AGAINST THIS LATEST ATTEMPT TO SUBORDINATE EVERYTHING TO THE WILL OF THE PRESIDENT. UNDER THE SUBTLE GUISE OF REORGANIZATION THIS BILL IS A GIANT STRIDE TOWARD THE END OF DEMOCRACY WE HAVE BUILT FOR 150 YEARS. EVERY SENATOR WHO CHEWS HIS CONSCIENCE WILL EARN THE UNDYING DISRESPECT OF AMERICA. MARY ENGEL.

RCA

RADIOGRAM

RCA COMMUNICATIONS INC.

MEMORIAL DAY 1938

RECEIVED AT THE RADIOTRONIC BUREAU  
WASHINGTON, D. C.

CHICAGO ILL 13-287364

SENATOR ERNEST LUNDEEN  
WASHINGTON DC

UNDERSTAND DADS AND DOLLARS BEING OFFERED FOR YER VOTE NO  
HERES HOPING YOU VOTE NO  
C. H. LEE.

SENATOR ERNEST LUNDEEN  
SENATE OFFICE BLDG. WASHDC 50-A

THEY COULD IN BROADCASTING TO MILLIONS OF VOTERS AGAINST THE BILL. MILLIONS OF VOTERS EXPECT YOU TO DEFEAT THIS VICTIOUS MEASURE WHICH IS THE DISINTEGRATION OF THE DEMOCRATIC NATION.



SENATOR ERNEST LUNDEEN  
SENATE OFFICE BLDG. WASHDC 50-A

VOTE AGAINST REORGANIZATION  
TILL UN-FAIRNESS CRIMES  
ARE ELIMINATED IN FUTURE VOTE.

Here you see some of the 245,000 telegrams against the Reorganization Bill which, as a result of a dictatorship scare stirred up over it by Rev. Charles E. Coughlin and others, swamped Washington telegraph offices (left) and flooded Congressmen's desks in the last week of March. An alltime high in the history of American communications, they nearly

doubled the previous record set in the World Court fight of 1935. These are some of the 5,000 sent to Senator Ernest Lundeen of Minnesota. Note that none of them are from Minnesota. In the picture at right you see what Senator Lundeen did with them. But he voted against the bill, as did 41 other Senators. It squeaked to passage by only seven votes.

In Warm Springs President Roosevelt enraged Senators who voted against the bill by saying its passage showed that the Senate could not be "purchased" by telegrams. On March 31, as the bill was about to reach the House, the President had reporters routed out at 12:45 a.m. to hear that he did not want to be a dictator, could not be one even if he did.

# Great Flemish Painters in America

LIFE HEREWITH PRESENTS RARE EXAMPLES FROM VARIOUS U. S.

COLLECTIONS OF THIS REALISTIC SCHOOL AS THE THIRD OF A

SERIES SHOWING THE DEVELOPMENT OF PAINTING THROUGH THE AGES

**H**omely, familiar, robust and unpretentious are the adjectives most frequently and properly applied to the early Flemish School of painting. In the 15th and 16th Centuries the artists of wealthy, bourgeois Flanders were preoccupied neither with religion, like the early Italians, nor with hedonism, like the late Italians, but with the ordinary business of life.

Men like Pieter Brueghel and Quentin Massys painted commonplace objects and undistinguished people with such unabashed realism that Michelangelo said "They delight in showing actual stuffs, bricks, ruins, and rags, and grasses, and the shadowed fields with trees, rivers and bridges with a great many figures here and there." Michelangelo meant to be critical, for he went on to say that this photographic art recommended itself to "the least ar-

tistic intelligence." Nevertheless these vital scenes of everyday Flemish life have, if anything, enhanced in appeal and value in the 500 years since they were put on canvas.

The two outstanding artists of the late Flemish period were Anthony Van Dyck and Peter Paul Rubens. To the realism of their predecessors these 17th Century Flemish painters who spent little time in Flanders added a touch of the grand manner and a rich sensual note that is healthy and human rather than suggestive. A perfected oil technique, never bettered and seldom equaled, has kept their work fresh and invigorating. Unlike the early Flemings whose art stems chiefly from medieval manuscript illustration, the later artists of this period borrowed a pagan note from the Venetians, preferred magnificence to *gemütlichkeit*.

*Quentin Massys*



Like Pieter Brueghel whose sons and grandsons were painters, Quentin Massys founded a family of artists. His sons Jan and Cornelius aped their father without achieving his fame. Born at Louvain in 1489, the son of a locksmith, Quentin Massys learned the trade of a blacksmith, is said to have changed to painting out of love for an artist's daughter. At 26 he went to Antwerp where his work attracted a large following. Recognized in his fifties as a great portraitist, he liked to paint most of all the homely faces of his fellow citizens. His portrait of Erasmus, sent to Henry VIII's adviser Sir Thomas More, inspired the latter to a eulogy in Latin verse.



*Peter Paul Rubens*

This great painter was born in 1577 in Westphalia where his father had been exiled for an amorous intrigue with the wife of William the Silent, Prince of Orange. At 10 Rubens was taken to Antwerp and at 22 joined the guild of painters there. Two years later he became court painter to the Duke of Mantua. Rubens spoke eight languages, dabbled in diplomacy, had dozens of assistants, earned some \$100 a day. While in Spain where he painted the royal family he met his famous contemporary Velázquez. At 53 he married a plump 16-year-old girl and his Madonnas became plumper. Altogether he painted over 2,000 pictures.

*Teniers the Younger*



Son of a painter whom he outstripped, David Teniers the Younger was born in Antwerp in 1610. At 14 he was helping his father and at 27 he married beautiful Anne Brueghel of the painting family. The latter was a ward of Rubens who became an important influence on Teniers, causing him to improve his color and produce better effects of light and shade. Greatest genre painter of the southern Netherlands, Teniers worked rapidly, excelled in the portrayal of hearty hard-working Flemish peasants. He was twice married and had seven children. Twice widowed, his last years were so sad and obscure that it is suspected but not established that he committed suicide.



*Anthony Van Dyck*

Seventh of 12 children of an Antwerp silk merchant, Van Dyck spent part of his life in Italy, much of it in England. In 1617 when he was 18 he entered Rubens' studio, becoming the latter's favorite pupil. Three years later he went to England on the invitation of Charles I who knighted him in 1632. He married the granddaughter of an earl, moved in the best circles, had several mistresses, dressed magnificently, and kept a superlative table. Although he died of overwork at 42 this painter, to whom the British School owes so much, painted nearly 1,000 pictures. He left an estate of £20,000 of which £4,000 went to an illegitimate daughter.



*Sir Anthony Van Dyck (1599-1641)*

*Rinaldo and Armida*, loaned by Jacob Epstein of Baltimore to The Baltimore Museum of Art, is the first of the great Flemish painter Anthony Van Dyck's magnificent allegorical pictures to come to the U. S. It was bought in 1926 by Mr. Epstein, for about \$250,000, from the Duke of Newcastle to whose family it is said to have come in the 17th Century as a gift from Charles I who was one of Van Dyck's most appreciative patrons.

Taking its subject from Tasso's *Jerusalem Delivered*, this richly decorative painting shows the enchantress Armida twining flowers about sleeping Rinaldo whom she has lured to this river island after his flight from the Crusaders' camp. The river nymph who has sung him to sleep continues to sing from a sheet of music. A product of Van Dyck's Italian period, this painting resembles Veronese (LIFE, Dec. 27) in its brilliant coloring, while its chubby Cupids recall Rubens who was Van Dyck's friend and teacher.

Pieter Brueghel

(1525-30-1569)

*The Wedding Dance* (below), in The Detroit Institute of Arts, is exactly the kind of painting which won for its creator the nicknames "Peasant Brueghel" and "Brueghel the Droll." There are more than 100 men and women cavorting around on this canvas. Note the typical Flemish humor of the couple earnestly kissing in right foreground. Sharp eyes will spot the preoccupied amorousness of the couple seated at far rear, the solitary lady consoling herself with spirits at their left, and the self-sufficient gentleman at their right who prefers the beauties of the landscape to boozemish revelry.

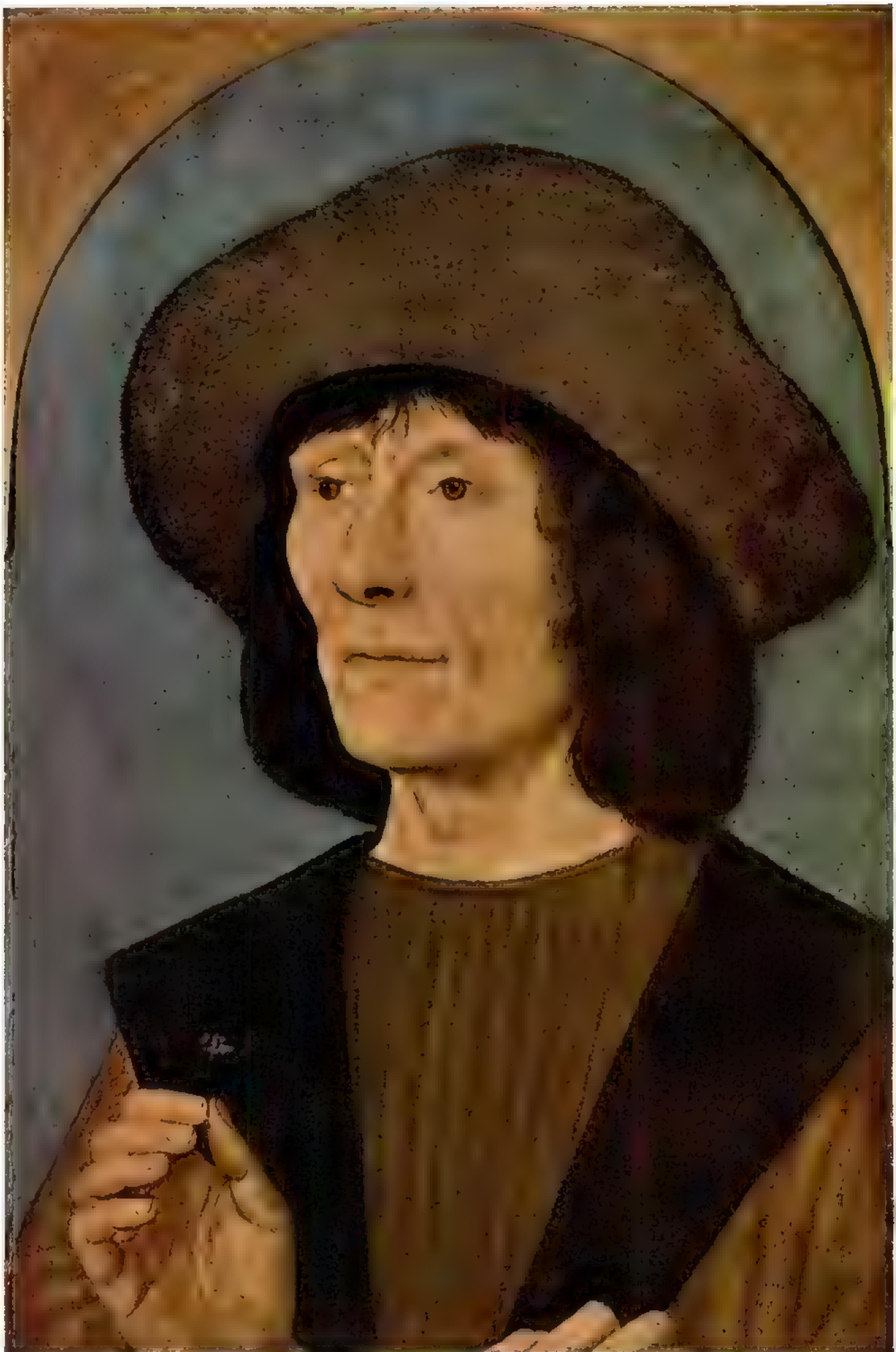


David Teniers the Younger

(1610-1690)

*Interior of a Public House* (left), in The Cleveland Museum of Art, is the work of a Flemish painter whose favorite subjects were tavern scenes. Because smoking in some 17th Century Netherlands cities was forbidden to men at work, these hearty fellows take speakeasy delight in pulling on their clay pipes. The longer the pipe, the more expensive. Thus the bearded old man who in his dreamy ecstasy has forgotten to blow out his match is presumably the most affluent of the three smokers. Teniers' handling of shadow is no expert that details like the pottery at rear are easily discernible.





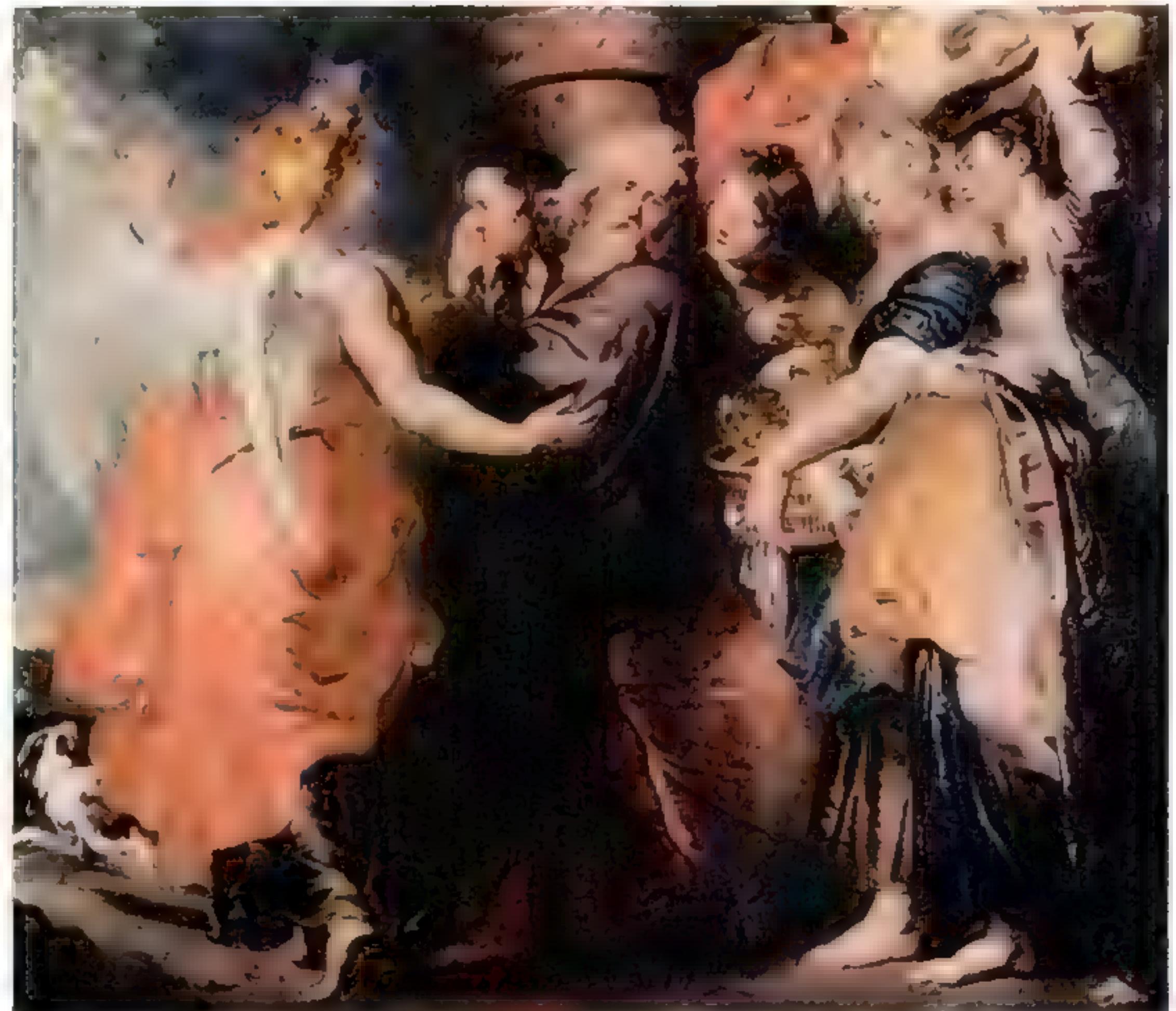
Quentin Massys

(1468-1530)

*Man With a Pink*, in The Art Institute of Chicago, is by the creator of the Antwerp school who, dazzled by the magnificent Renaissance, tried to combine Flemish coldness with Italian warmth. The round arch in architectural background shows revival of a classic note after a long period of Gothic influence. So little was known in the last century about the Flemish School that as late as 1890 this painting was incorrectly attributed to the German Portraitist Holbein.



*Danaë Receiving the Golden Shower* is from the museum founded by John Ringling of circus fame and is valued at \$80,000. This version of the familiar myth shows the Greek princess being wooed by Zeus in the guise of a shower of gold while her attendant unsuccessfully tries to ward off the god's advances. Rubens is both famed and criticized for his fleshly women of whom Danaë is a good example. An identical woman and Cupid in practically the same poses are to be found in Rubens' famous *Rape of the Daughters of Leucippus* in Munich.



Peter Paul Rubens

(1577-1640)

*The Departure of Lot and His Family from Sodom*, also in the John and Mabel Ringling Museum of Art at Sarasota, Fla., shows Lot and his weeping wife and their two daughters fleeing the wicked city of Sodom under the guidance of two angels. Soon after this, Lot's wife was turned to salt as punishment for looking back at the burning city and Lot and his daughters found refuge in a cave. There the girls managed to get their unsuspecting old father drunk on the wine in the flask shown here and incestuously seduced him. The figures in this painting are life-size. Once in the possession of John, Duke of Marlborough, Ringling bought it in 1927. It is valued at \$200,000.

# FRANCO BOMBS BARCELONA AS A LOUD PRELUDE TO HIS INVASION OF CATALUNIA

In 1921 a World War staff officer named Giulio Douhet wrote a book entitled *The Mastery of the Air* and was appointed a general in the Italian army. General Douhet was one of the first post-War writers to preach the Totalitarian War, in which a gigantic air force would paralyze enemy action by indiscriminate bombing of bases, factories, water works, power plants and defenseless civilian centres. He died peacefully in bed in 1930, unknown to the world but deeply appreciated by aircraft manufacturers.



POPE PIUS XI

On March 16, 17 and 18 the greatest test of General Douhet's theories ever given fell upon the Spanish city of Barcelona as General Franco's prelude to a great drive at the heart of Catalonia with which

his studious foreign advisers hope to end the civil war. Eighteen air raids, all made by bombers from Saragossa and Majorca flying too high for accuracy, plunged hundreds of half-ton projectiles at the heart of one of the world's largest cities, ripping open six-story buildings like cardboard and killing 1,800 men, women, and bewildered children.

From the beginning of the civil war General Franco's Church has ardently defended his cause, but after these bloody visitations on Barcelona the official Vatican paper,

*Osservatore Romano*, announced that Pope Pius XI had made "urgent representations" to General Franco against such raids, and admitted that a similar Papal protest had been made once before. British Prime Minister Chamberlain expressed "horror and disgust" at this mass murder. Also Secretary of State Cordell Hull voiced America's "sense of horror."

But at a British mass meeting former Dean Inge of St. Paul's commented: "I think it strange that our government should have addressed a ferocious protest to Franco . . . Spanish government forces are fighting under a Red flag, not the Spanish flag."



DEAN INGE



Franco aces are Major Garcia Morato (left) who downed 30 Loyalist planes and a Captain "Satan" who downed 35.



Two huge bombs on this warm March morning have just shattered the peace of apartment buildings just above

Barcelona's Plaza Cataluña. Downtown, and in the poorer sections the damage was greater and the loss of life more.

CONTINUED ON NEXT PAGE

## Barcelona bombing (continued)



The best known street in pre-war Barcelona was the tree-shaded Rambla, from the Columbus memorial at the edge of the water uphill to the Plaza Cataluña. Bright flowers were sold in booths at the upper end, and sweet singing birds filled cages at the bottom.



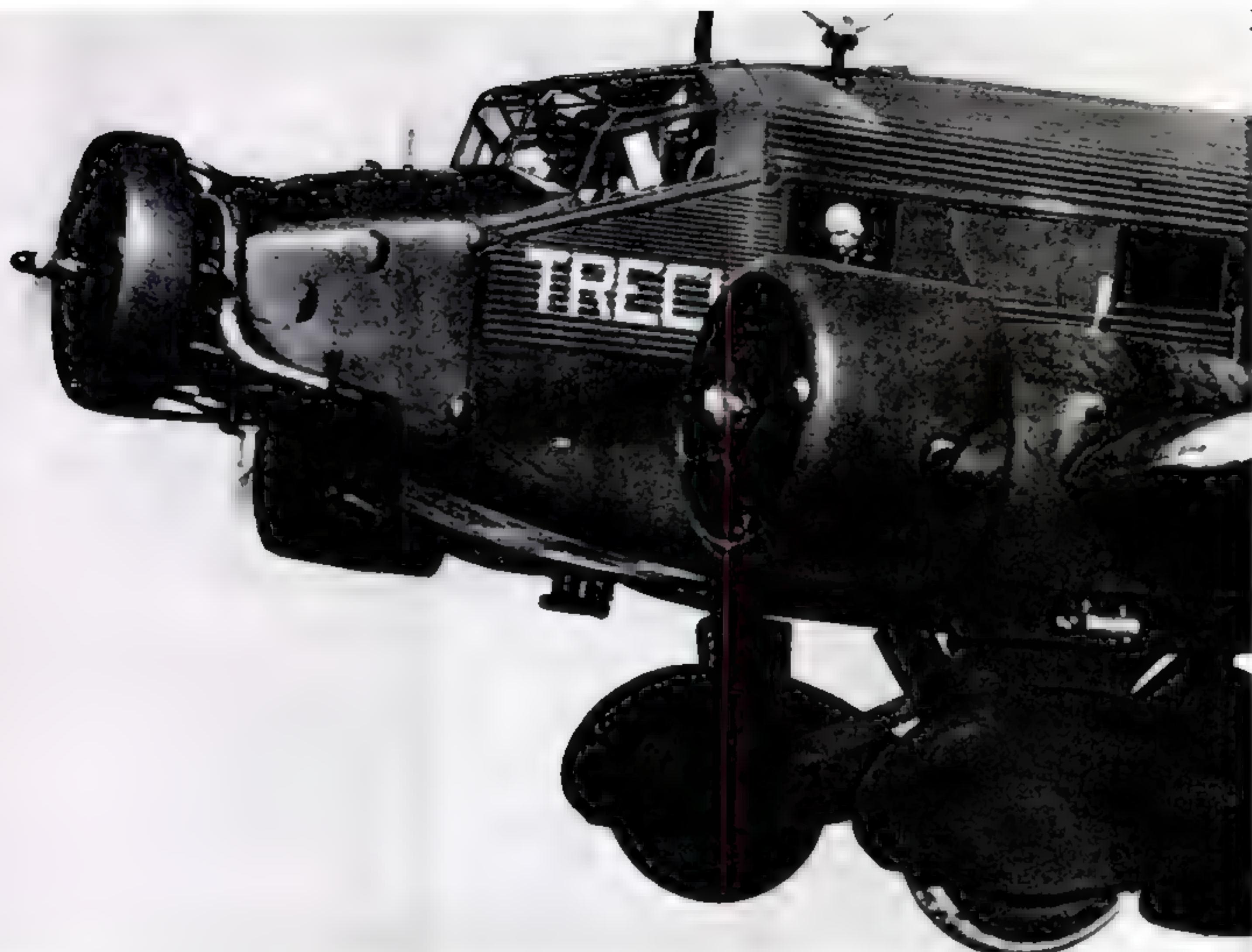
The Rambla was a shambles of dying, twisted trees, gutted buildings and broken pavements after silver-winged Rebel bombers finished their job over Barcelona March 18. The city's deepest cellars were not proof against the delayed fuses of 1,000-lb. bombs.



Just at lunchtime, when the streets were full of civilians, Rebel planes did their heaviest bombing. Later while hastily-organized squads formed human chains to root

through the rubble for mangled bodies, other planes showered the city with "Surrender or die!" leaflets. Under the glittering chandeliers of the former royal palace the Cab-

inet of Premier Juan Negrín met and voted to continue the war to the bitter end. Next day Loyalist patrol planes appeared to keep Barcelona's sky clear of the bombers.



A GERMAN-BUILT JUNKERS BOMBER OF THE "TRECRUELO" SQUADRON ON A RAID OVER LOYALIST LINES, TAKEN FROM THE SQUADRON LEADER'S PLANE

## With new guns, tanks, planes, and fresh troops Generalissimo Franco breaks into Catalonia

Stumbling down sheep trails through narrow Pyrenees valleys nearly 3,000 Loyalist veterans who had been cut off from their base by the swift advance of Generalissimo Franco's troops reached sanctuary on the French border on April 1. Most important of these refugees was Gen. Juan Gallo of the 10th Loyalist Army Corps who entered Perpignan with most of his staff. "The fight is up," said he. "We had no choice. It was either face massacre or flee."

The fight was not quite up. After the first square meal, the first night's sleep in weeks, many of the veterans begged France for a chance to sail for Barcelona and start the war over. At Lerida, gateway to the Catalan plain, Loyalists with machine guns and hand grenades ambushed an entire Insurgent column entering the town in triumph. And at Teruel and Madrid there was still enough Loyalist strength left to start minor offensives in an effort to force General Franco to withdraw some of his men from the Catalan offensive.

Hitler's bloodless purge of conservative German officers opposed to the Spanish venture brought squadrons of new German planes, fleets of new German trucks and tanks and batteries of sorely needed heavy artillery to Franco's army. His tactics were simple: to drive with everything he had straight at Lerida, historically the key to Catalonia (Napoleon's Marshal Suchet captured Lerida in 1810). Today Lerida is even more important to the Loyalist capital, 80 miles away, than it was in the days of Napoleon and Wellington. Power for most of Barcelona's factories comes from the hills around Lerida.

Most discouraging for the men fighting with their backs to Lerida is the knowledge that Loyalists will have to defend Catalonia with what tools they can make themselves. Worried by Japan, Russia is sending no more munitions. France, fully alive to the dangers of a Fascist Spain on her frontier, dares not risk expensive weapons for what her staff officers now feel is a cause already lost.



Generalissimo Franco, pleased with his army's progress, stands on an Aragon hilltop looking east into Catalonia while an even shorter artillery officer explains his batteries' fire, staff officers huddle behind a map and a foreign correspondent looks bored with the whole war.

## MADRID LOYALISTS SET OFF WAR'S BIGGEST MINE UNDER INSURGENTS' "WHITE HOUSE"



**In dead silence**, a photographer in the Loyalist trenches two miles south of Madrid, poked a telephoto lens through the fire port of a trench at this shell-scarred suburban

apartment house held by the Rebels. Known as the *Casa Blanca* (White House) and built to house small shopkeepers, it had become an ideal spot for a garrison of 500 Franco

sharpshooters. For six months sweating Loyalists tunneled deep beneath 600 yards of No Man's Land to mine it. The Rebel garrison could hear the tapping of their picks.



**Death from underground** came to the 500 Rebel sharpshooters in *Casa Blanca* when the Loyalists set off their mine. To fling these plumes of dust, dirt, and human debris

350 feet in the air, Loyalist sappers had patiently scrubbed out a chamber nearly 20 feet square, and piled it with 15 tons of dynamite. All were capped and fused and a cable

led back to the Loyalist lines. This is the greatest mine yet exploded in Spain's war, and one of the greatest since the Canadians blew the top off Vimy Ridge in 1917.

MEL KOONTZ—FAMOUS HOLLYWOOD ANIMAL TAMER—WRESTLES A FULL-GROWN LION!



Here is Mel Koontz alone in the cage with four hundred and fifty pounds of lion. The huge lion crouches—then springs straight at Koontz. Man and lion clinch while onlookers feel

their nerves grow tense. Even with the lion's jaw only inches from his throat, Mel Koontz shows himself complete master of the savage beast. No doubt about his nerves being healthy!

“I'll say it makes a difference to me what cigarette I smoke”

says

MEL KOONTZ to  
PENN PHILLIPS



"I guess you have to be particular about your cigarette, Mel. I've often wondered if Camels are different from other kinds."

"Take it from me, Penn, any one-cigarette's-as-good-as-another talk is the buck. There are a lot of angles to consider in smoking. Camel is the cigarette I know really *agrees with me* on all counts. My hat's off to 'em for real, natural mildness—the kind that doesn't get my nerves ragged—or make my throat raspy. I'd walk a mile for a Camel!"

MEL KOONTZ was schooling a "big cat" for a new movie when Penn Phillips got to talking cigarettes with him. Perhaps, like Mr. Phillips, you, too, have wondered if there is a distinct difference between Camels and other cigarettes. Mel Koontz gives his slant, above. And millions of other men and women find what they want in Camels. Yes, those *costlier* tobaccos in Camels *do* make a difference!



Camels are a matchless blend of finer, MORE EXPENSIVE TOBACCOS  
—Turkish and Domestic



ONE SMOKER TELLS ANOTHER...

“Camels agree with me”

“We know tobacco because we grow it... We smoke Camels because we know tobacco”

TOBACCO  
PLANTERS SAY



"I know the kind of tobacco used for making various cigarettes," says Mr. Beckham Wright, who has spent 19 years growing tobacco—knows it from the ground up. "Camel got my choice grades this year—and many years back," he adds. "I'm talking about what I know when I say Camels sure enough are made from MORE EXPENSIVE TOBACCOS."



Mr. George Crumbaugh, another well-known planter, had a fine tobacco crop last year. "My best yet," he says. "And the Camel people bought all the choice lots—paid me more than I ever got before, too. Naturally, Camel's the cigarette I smoke myself. Fact is, most planters favor Camels."

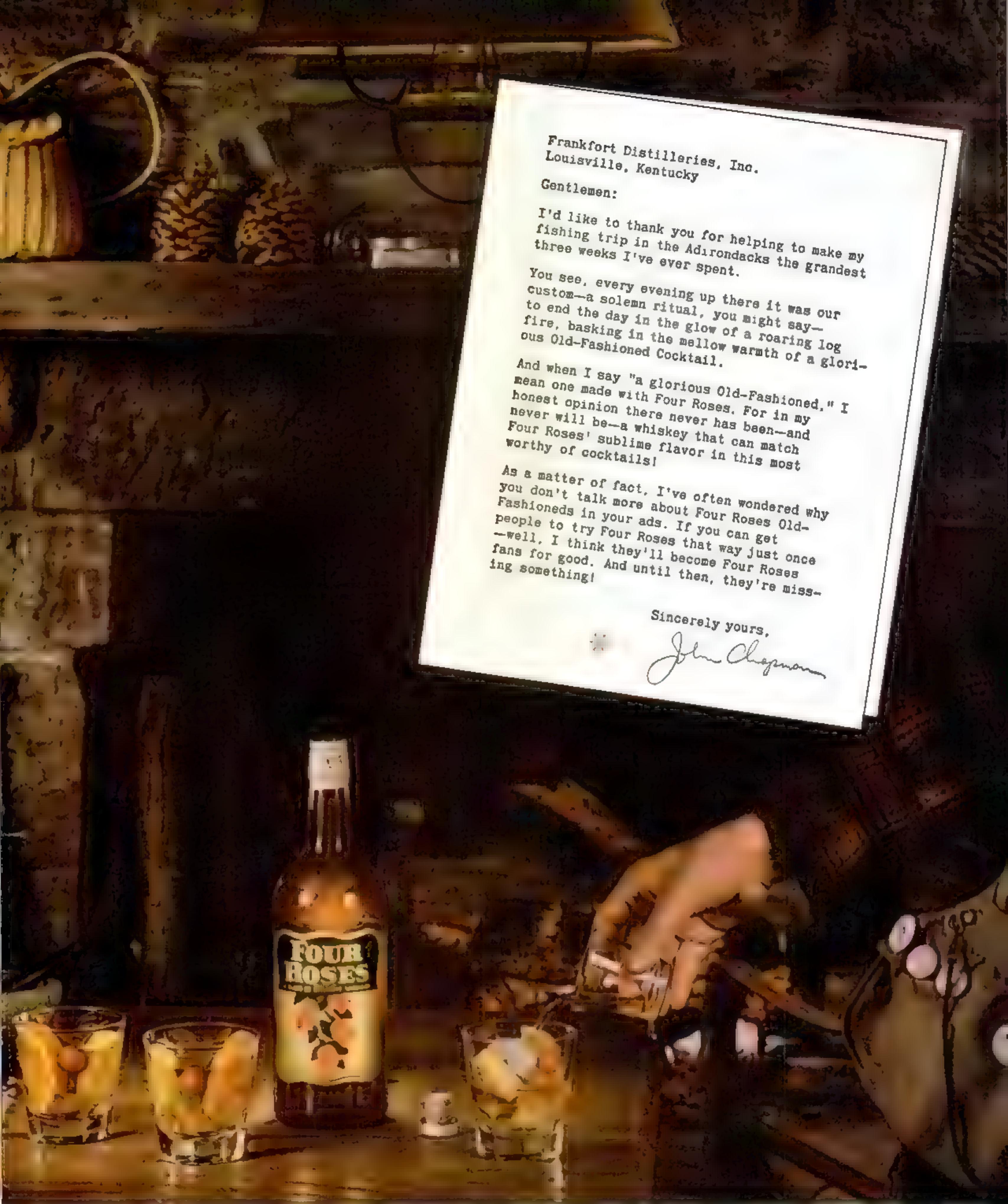


"I've grown over 87,000 pounds of tobacco in the past five years," says this successful planter, Mr. Cecil White, of Danville, Kentucky. "The best of my last crop went to the Camel people at the best prices, as it so often does. Most of the other planters around here sold their best grades to Camel, too. I stick to Camels and I know I'm smoking choice tobaccos."



"My four brothers and I have been planting tobacco for 21 years," Mr. John Wallace, Jr., says. "Camel bought up every pound of my last crop that was top grade—bought up most of the finer tobacco in this section, too. I've been smoking Camels for 17-18 years now. And most other planters are like me—we're Camel smokers because we know the quality that goes into them."

Copyright, 1938, R. J. Reynolds Tobacco Company  
Winston-Salem, North Carolina



Frankfort Distilleries, Inc.  
Louisville, Kentucky

Gentlemen:

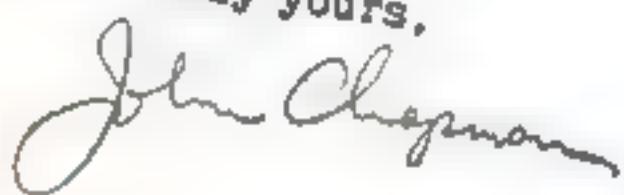
I'd like to thank you for helping to make my fishing trip in the Adirondacks the grandest three weeks I've ever spent.

You see, every evening up there it was our custom—a solemn ritual, you might say—to end the day in the glow of a roaring log fire, basking in the mellow warmth of a glorious Old-Fashioned Cocktail.

And when I say "a glorious Old-Fashioned," I mean one made with Four Roses. For in my honest opinion there never has been—and never will be—a whiskey that can match Four Roses' sublime flavor in this most worthy of cocktails!

As a matter of fact, I've often wondered why you don't talk more about Four Roses Old-Fashioneds in your ads. If you can get people to try Four Roses that way just once—well, I think they'll become Four Roses fans for good. And until then, they're missing something!

Sincerely yours,



This is an actual letter from John Chapman, widely-read New York newspaper columnist and dramatic critic

THERE are a number of different opinions, all stoutly supported, as to what constitutes the best recipe for Old-Fashioneds. Here is the one used in making the cocktails that are pictured above: Place one-half lump of sugar in Old-Fashioned glass. Add 2 dashes of bitters, twist of lemon peel and

enough water to cover sugar; muddle sugar, bitters and lemon peel with pestle. Add cube of ice, 1 slice lemon, 1 slice orange, 1 maraschino cherry, and two ounces of Four Roses Whisky.

Your own pet recipe may vary somewhat from this one. But in any event, you can be sure it will make a grand

Old-Fashioned cocktail . . . if it's made with Four Roses'

A blend of straight whiskies  
100% straight whiskies—90 proof.  
Frankfort Distilleries, Inc., Louisville & Baltimore.

## MRS. ROOSEVELT IS HAILED AS "THE GREATEST AMERICAN WOMAN"

In the 21 days from March 7 to 28, Mrs. Roosevelt planed, trained and motored 8,000 miles from Washington to Texas to Washington State and back to Georgia, lectured to 16 audiences, chatted with hundreds of individuals including Shirley Temple ("one of the most charming children I know"), spent several hours a day inspecting everything from a tuberculosis preventorium in Amarillo, Tex., to a winery near Fresno, Calif. ("the sherry and port seemed excellent to me"). She also had her picture taken innumerable times, best re-

sult by far being this striking portrait by Paul Calvert of Los Angeles.

That a great heart and indomitable energy have made Eleanor Roosevelt the nation's First Lady in her own right is now acknowledged even by Columnist Westbrook Pegler. Wrote he March 17: "She has been before us for five years now. We know her better than any other woman, and she knows the country better than any other individual, including her husband, and the profit is all on our side. . . . I think we can take the wraps off and call her the greatest American woman."



## THIS ANNOUNCEMENT

**was sent to LIFE's 650,000 subscribers  
about the picture-article on following pages**

This letter is advance notice of a picture-story which will appear in LIFE's next issue. Because the story is without precedent among general magazines, we think you will want to know beforehand what it is, why LIFE has decided to publish it and what qualified persons think of it. If your copy of LIFE is read by children, this letter will give you time in which to make up your mind whether they shall see the story and under what conditions.

The pictures are from a remarkable film called *The Birth of a Baby* and the story behind LIFE's story is briefly this: About 15 years ago the American Committee on Maternal Welfare was formed, and now consists of representatives from 20 of the nation's leading medical and child welfare organizations. Its primary purpose was—and is—to reduce the excessive maternal mortality rate in the U. S. Its primary obstacle was—and is—the almost universal ignorance of the problems of motherhood and childbirth. Searching for a way to carry its message to the public, the Committee two years ago decided to make a motion picture and this film is the result.

*The Birth of a Baby* has been shown privately to preview audiences and publicly in certain cities, notably Minneapolis and St. Paul. It has been acclaimed by doctors, educators, child welfare authorities, churchmen, public officials and private citizens.

On several notable occasions in the past, LIFE has co-operated with medical groups to further the public knowledge of medical subjects. This policy has won for its editors the Clement Cleveland Cancer Award and the approval by doctors of its picture-stories on pneumonia and tuberculosis.

To LIFE's editors, however, this film

posed new and serious problems. It is wholly and sincerely frank, dealing with problems of motherhood, pre-natal care and actual childbirth. Before publishing it, LIFE consulted well its public responsibility and sought the opinions of many distinguished persons. The decision to publish it has been taken in the light of a striking unanimity of opinion that this is something which the public, and all the public, ought to see.

Dr. Fred L. Adair, chairman of the American Committee on Maternal Welfare, says: "LIFE is performing a public service in devoting its pages to an impressive and dignified pictorial summary of *The Birth of a Baby*."

One question remains: "Should children see it?" The Committee on Maternal Welfare emphatically believes they should, provided they are old enough to understand it. Miss Katharine Lenroot, chief of the Children's Bureau of the U. S. Department of Labor, says: "I heartily approve LIFE's action in publishing this sequence of pictures. In my opinion it may well be seen by children of adolescent age. Of course parents should see it."

One preview guest was Bruce Gould, editor of the *Ladies' Home Journal*, which has been a leader in the anti-syphilis drive. Afterwards Mr. Gould said: "I want my ten-year-old daughter to see it."

The pictures from *The Birth of a Baby* will appear in the issue of LIFE dated April 11, reaching you April 8. They will be printed on the four centre pages, easily removable if you wish. The final decision must, of course, be yours.

Whatever your decision on this point, we hope you will agree that the publication of these pictures is for the public good.

*The Editors*

# "THE BIRTH OF A BABY" AIMS TO REDUCE MATERNAL AND INFANT MORTALITY RATES

LIFE presents a film which has won widespread approval from doctors, educators, churchmen and public officials



DR. FRED L.  
ADAIR

Beginning on this page, LIFE presents the record of a remarkable motion picture, *The Birth of a Baby*. Its history and general nature LIFE explained to its subscribers in the letter which is reprinted on the opposite page. If the film's sponsors succeed in their aim, it will soon be shown on screens throughout the U. S.

The high purpose of *The Birth of a Baby* is to reduce illness and mortality among mothers and their babies. In 1936, 12,000 American mothers, or three in every 500, died in childbirth. This rate is higher than that of almost any other civilized country, and particularly appalling because it is so unnecessary. Modern medicine has proved that it can cut the maternal mortality rate by at least 75% but at every turn it is hindered by public indifference and social taboos. The hope of those who endorse this picture is that it will be shown in every city of the land and that from it prospective mothers and fathers will get the knowledge of motherhood, pregnancy and maternal care which they so vitally need.

*The Birth of a Baby* comes to the screen with the highest possible sponsorship. Its maker and owner is the American



BRUCE  
GOULD



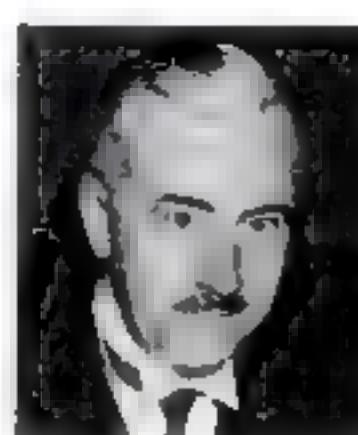
DR. JOHN H.  
FINLEY

R. McCord of Emory University, Dr. Everett D. Plass of the University of Iowa, Dr. Arthur J. Skeel of Cleveland and Dr. Philip F. Williams of the University of Pennsylvania.

The exhibition of the film is hedged about with stringent restrictions. It is not shown in any region until local doctors have seen and approved it, cannot be shown on a program with any other feature and must be advertised with dignity.

Since its first previews, the film has been widely acclaimed. Dr. Morris Fishbein, editor of the *Journal of the American Medical Association* and spokesman for U. S. doctors, calls it "a fine educational effort." Miss Katharine Lenroot, chief of the Children's Bureau of the U. S. Department of Labor, is one of two high Government officials who have given it their endorse-

ment. The other is Surgeon General Thomas Parran Jr. of the U. S. Public Health Service.



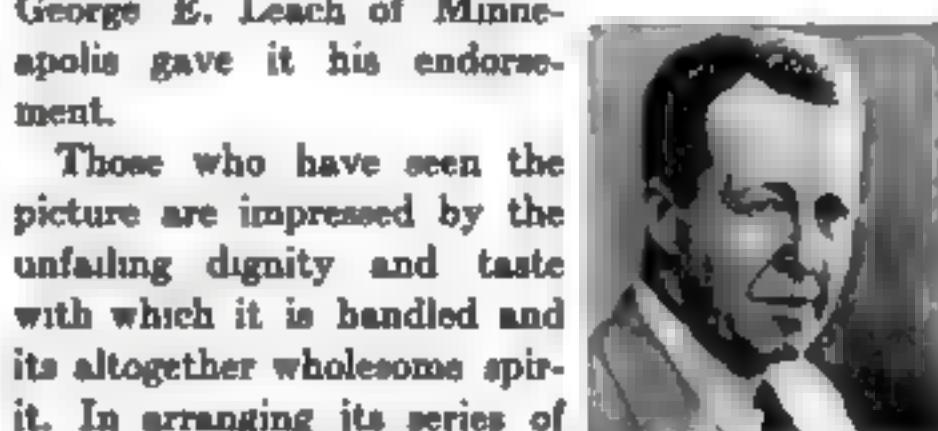
SURGEON GEN-  
ERAL PARRAN

The first voice raised against it is that of the New York State censors, who refused it a permit. Following a storm of protest from the press and doctors, the censors' ruling is up for reconsideration. In recommending the film for public showings, the *New York Times*, whose editor is conservative Dr. John H. Finley, said editorially: "The story of pregnancy and the need for medical care in a critical period of a prospective mother's life is told with the simplicity, frankness and reverence that one of the supreme miracles of nature demands."

The film's first showing was in Minneapolis, where local doctors, their wives, nurses and medical students first voted their approval, 1,996 to 40. Mayor George E. Leach of Minneapolis gave it his endorsement.



KATHARINE  
LENROOT



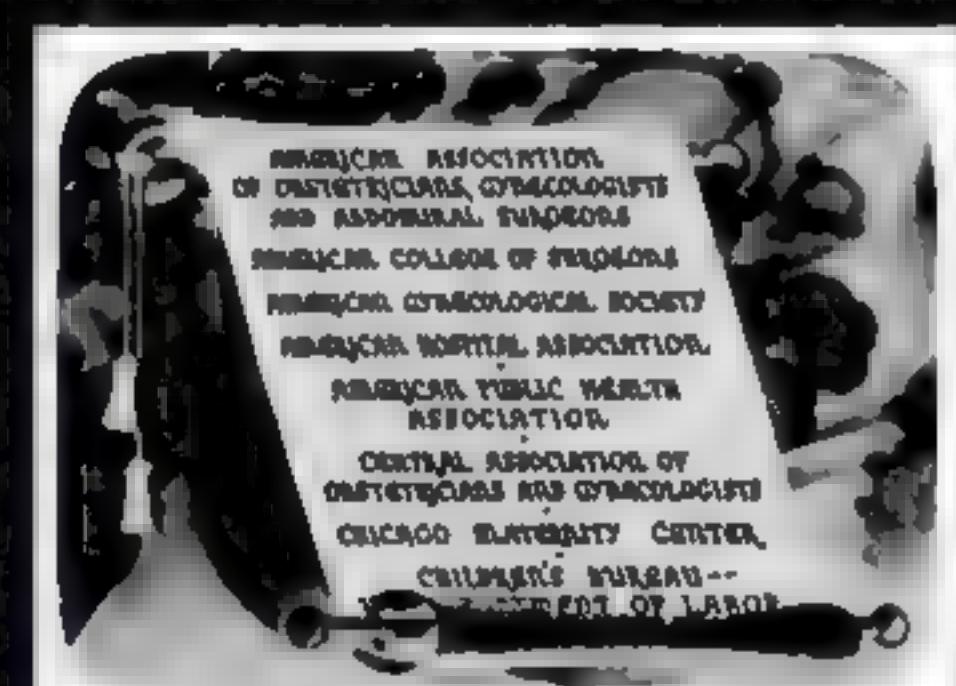
MAYOR GEORGE  
E. LEACH



1 From its title on, *The Birth of a Baby* is presented with uniform good taste. Running 72 minutes, the length of a regulation feature, it tells the story of a young mother and her baby



2 The American Committee on Maternal Welfare, Inc., whose head is Dr. Adair, supervised the entire production. All information the movie contains is endorsed by the best medical authorities.



3 Its sponsors include, besides those listed above, the Section on Obstetrics and Gynecology of the American Medical Association, the U. S. Public Health Service and U. S. Children's Bureau.



4 Mrs. Burgess (center) explains menstruation to her young daughter Alice (left). Mrs. Burgess' daughter-in-law, Mary, listens in because her mother told her nothing of this natural process.



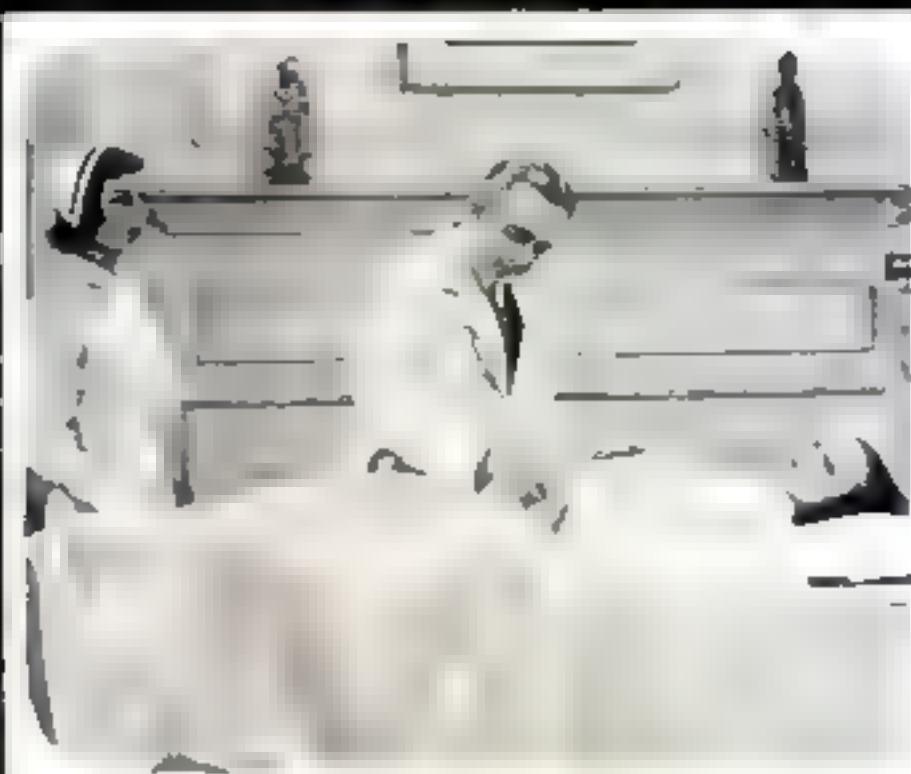
5 Anxiously asking, "Do many women die in childbirth?" Mary admits she has missed her period. Mrs. Burgess advises her to see her doctor and she "will have nothing to worry about."



6 Mary's husband, John, who has been planning a summer vacation jaunt to Canada, bears his wife's say, "I don't like vacation trips." She tells him she believes he is a prospective father.



7 Mary calls on Dr. Wilson who explains the process of fertilization, tells her she can continue to exercise mildly, and take short car rides. He sanctions marital relations up to the sixth month.



8 Dr. Wilson measures the width of Mary's pelvis, finds it to be eleven inches. This is large enough for normal childbirth. The wide-hipped female figure is naturally designed for childbearing.



9 The physician examines the reproductive organs, confirms Mary's pregnancy. He also advises her to return monthly and thus prevent troubles which often endanger the lives of both mother and baby.



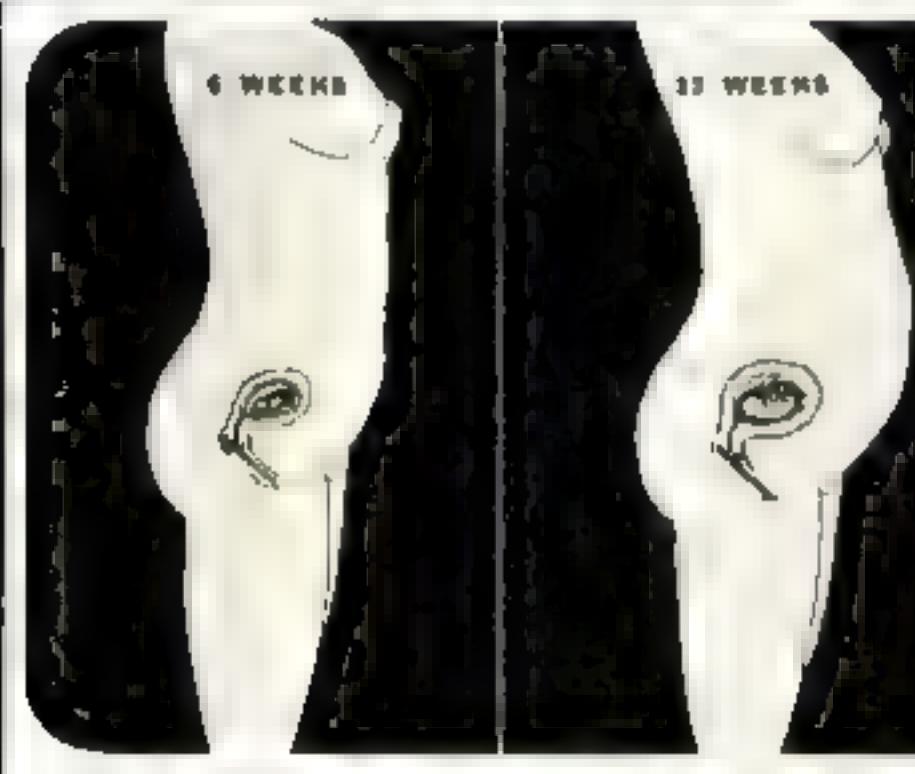
10 He takes blood from her arm, tests it to make sure she is free from syphilis which is so "prevalent and often unexpected." This disease may result in babies being born dead or crippled.



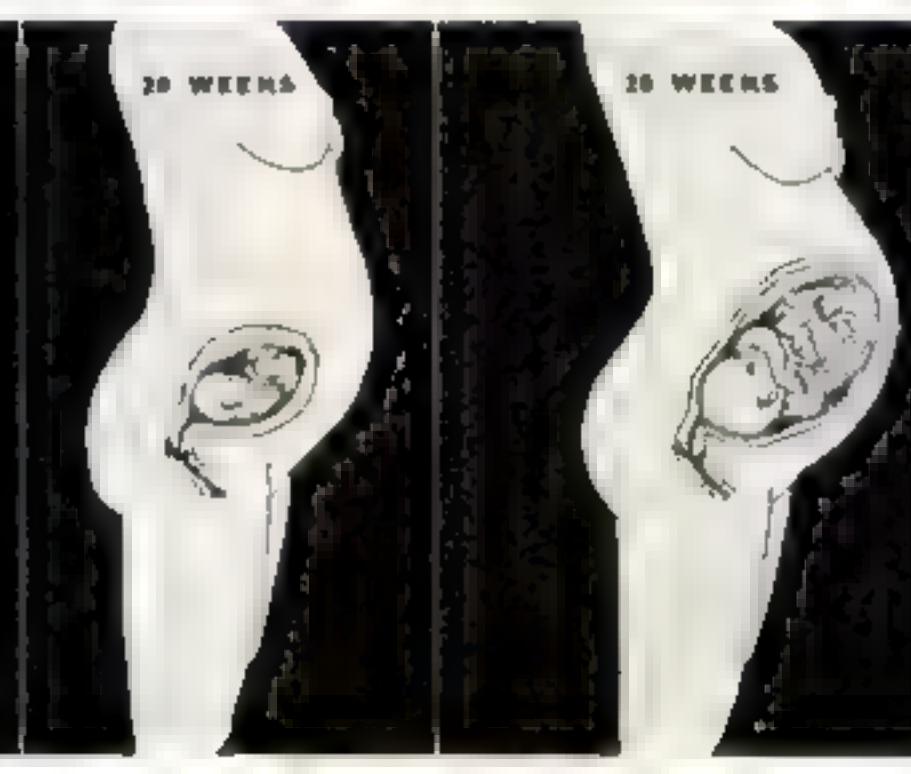
11 "There is no albumin or sugar in this specimen. The urine is normal," he states. A woman's kidneys, doing double duty during pregnancy, must naturally be kept healthy and efficient.



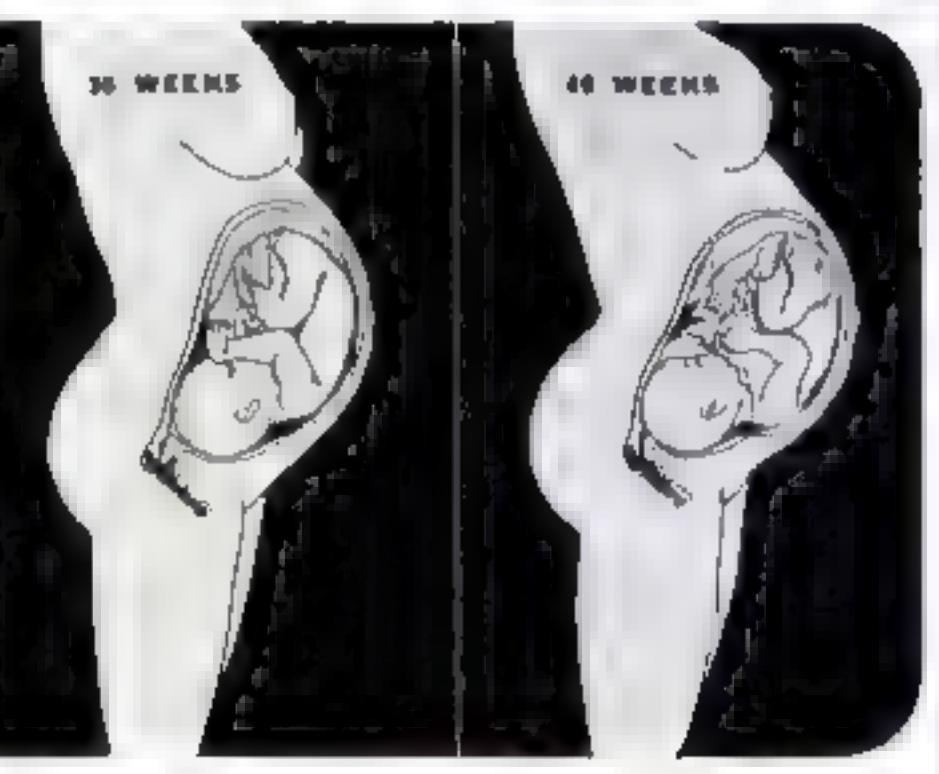
12 "Am I going to get any larger, Doctor?" Mary asks after six months. "I shouldn't be surprised," he answers and explains to her the process of embryonic growth on the diagrams shown below.



13 "When conception occurs," explains Dr. Wilson, "the uterus is within the pelvis. At six weeks there is but a formless mass which takes unto itself human form at the early age of twelve weeks. The uterus continues to rise



until by the sixth month it fills the lower abdomen. As pregnancy progresses, the growth of the fetus necessitates the patient's leaning backward to counterbalance the increasing weight of her growing child. Some women



fall during pregnancy unless they are careful because of the greater difficulty of walking erect. Then, as the end of pregnancy approaches, the baby drops lower and you will find that your breathing becomes much easier."



14 "This type of brassiere, shaped in cup form, is designed in several sizes and gives great support to the breasts," says Dr. Wilson's nurse as she fits a special maternity brassiere on Mary.



15 "This adjustable abdominal-support corset is very firmly built up in the back so that it may be effective in supporting your pelvis and relieving your backache," the nurse explains.



16 "We believe that cotton undergarments are the only things that should come in contact with the baby's skin," the nurse tells Mary. "The outer garments may be made of wool or silk."



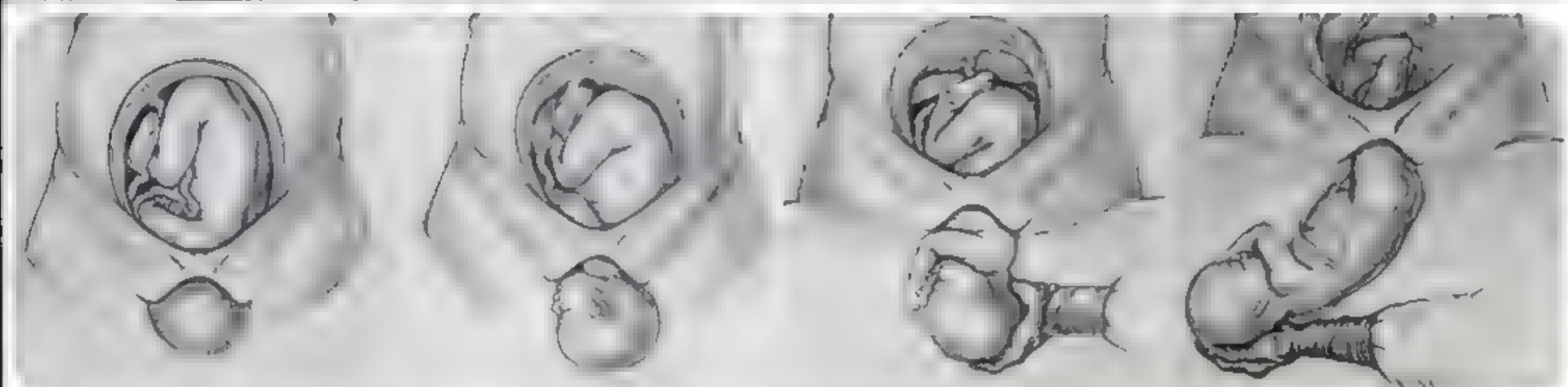
**17** As the actual birth takes place in Mary's home, the nurse has gone there to see that there is adequate lighting, plenty of bed linen, innumerable kettles to boil water for sterilization



**18** At Mary's last visit, a month before the birth, Dr. Wilson uses the stethoscope to listen to unborn baby's heart. In the movie its strong beat is unimpressively recorded on the sound track.



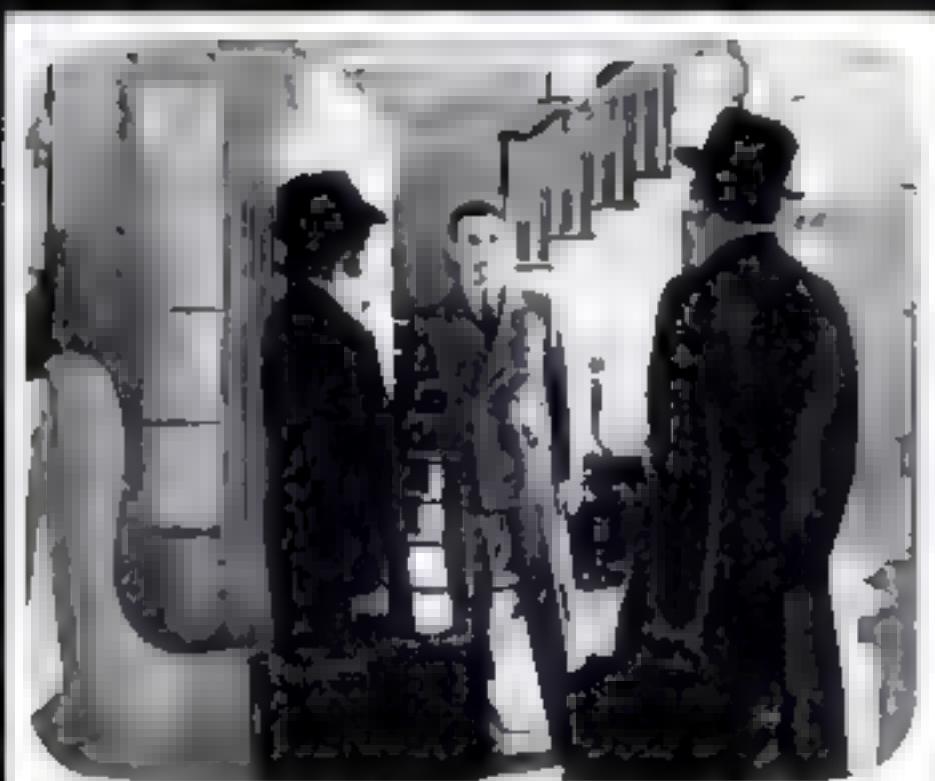
**19** Mary has a final blood-pressure test, and while so doing examines charts (below) showing how the baby actually leaves the uterus. Dr. Wilson explains what happens at the time of birth.



**20** "Looking from above downward," says Dr. Wilson, "these pictures show how a baby is born. At the proper time, the tissues accommodate themselves to the gradual passage of child through the birth canal. The head emerges

slowly. This is followed by one arm and then by the other arm and finally by the trunk and legs. The child is still attached to its mother by the umbilical cord through which it has received nourishment while in the uterus.

The hand of the doctor supports the baby and he holds the new life as the baby comes into the world. The largest part of the newborn baby is its head, and to make the delivery easier it is best for the head to come first."



**21** When Mary's labor pains commence, her husband summons Dr. Wilson and nurse. He is promptly put to work boiling kettles of hot water, with which to sterilize medical equipment.



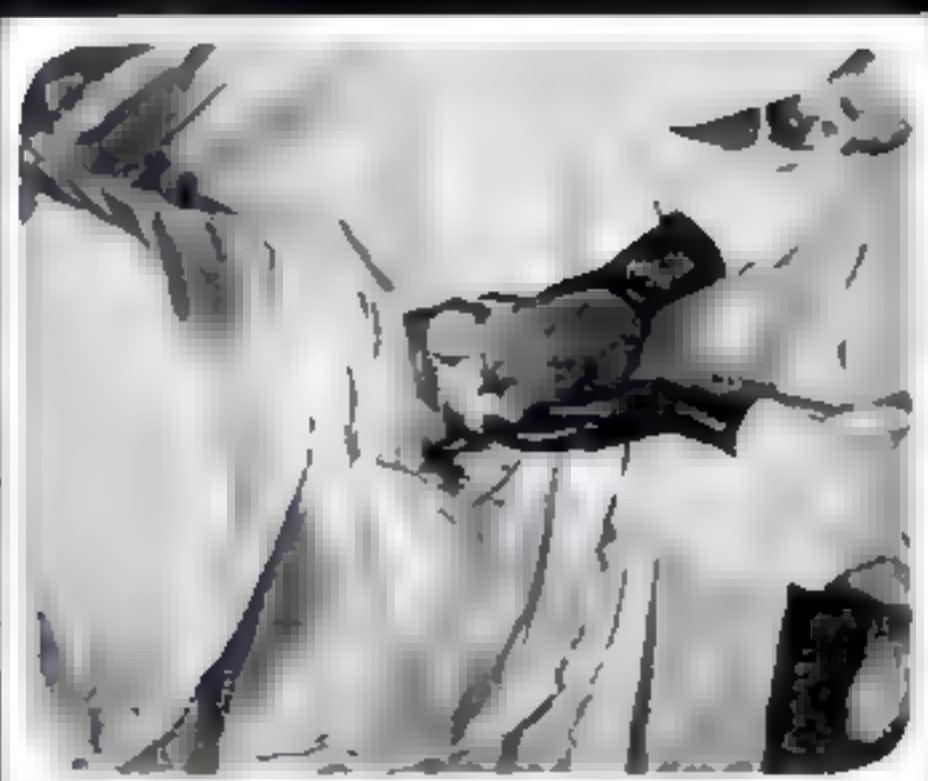
**22** "Things are progressing very nicely, young lady, but it will be some time before the baby comes," says Dr. Wilson on hearing that labor pains are occurring only every five minutes.



**23** Having covered the bed with sterile cloth, the nurse helps Dr. Wilson into white gown, mask and cap. He tells Mary, "Try to rest between pains and relax. Your baby is almost here now."



**24** Repeated contraction of the uterus pushes the baby down the birth canal. Its head emerges first. The bones are sufficiently soft to conform to shape of opening, thus facilitating delivery.



**25** Dr. Wilson supports the head as the body emerges and slowly turns, but lets the mother actually expel the baby. Mary has been given a mild anesthetic to ease pain without paralyzing muscles.

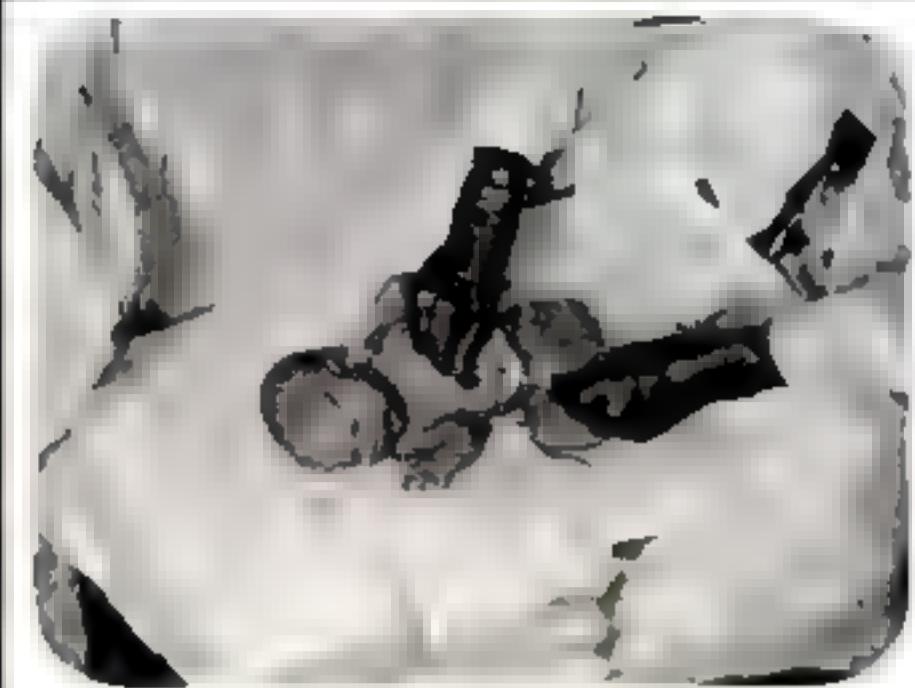


**26** With both hands Dr. Wilson holds the baby as the entire body emerges. Duration of the whole birth process may range from five hours to more than a day. Usually the first birth is the slowest.

(continued)



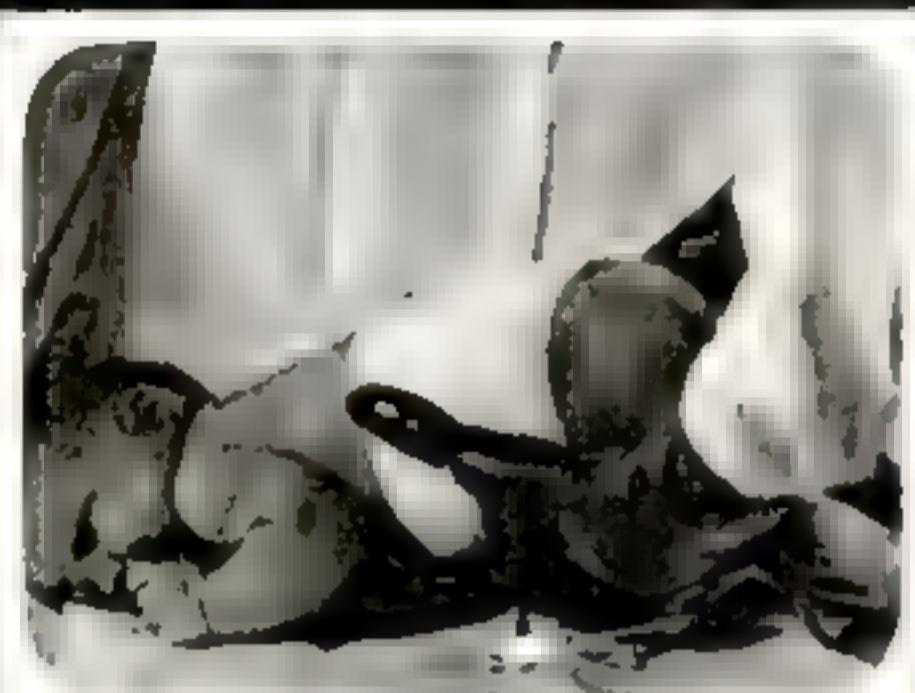
**27** The newborn baby is hardly breathing and its eyes are still closed. Still attached to the mother by the umbilical cord, it is deposited on a low, well-padded table standing beside the bed



**28** Dr. Wilson ties the umbilical cord with surgical tape before cutting it off. The baby, in the meantime, has shown its first signs of real life, by gesticulating and crying with much gusto.



**29** The umbilical cord is severed. After living nine months in the mother's womb and at her expense, the infant now breathes for the first time, henceforth will have to digest its own food



**30** A surgical dressing is placed over the umbilical wound and a cotton band wrapped around the abdomen to protect the baby until the wound is healed—usually a period of one to two weeks.



**31** Drops of one per cent solution of silver nitrate are put into the baby's eyes as a precaution against gonorrheal infection, which may be contracted as the baby passes down the birth canal



**32** Mary is given the hungry baby—a girl-to-nurse. Says Dr. Wilson: "There is nothing that can excel breast milk. . . . Mother's milk is always sterile and its temperature is always right."



**33** Because Mary must rest in bed for ten days after the delivery, the nurse washes and tends to the baby. Only oil is used in bathing her until the umbilical wound has completely healed.



**34** Fortnight after the birth the baby has put on weight, a mop of black hair and has lost her red complexion. Here she slumbers peacefully in a quilted bassinet made of an old clothesbasket.



**35** Some six weeks later, Mary has fully recovered and the parents embrace. John steps back, examines Mary, happily exclaims, "Why, you're just as slim as you used to be, and more beautiful!"

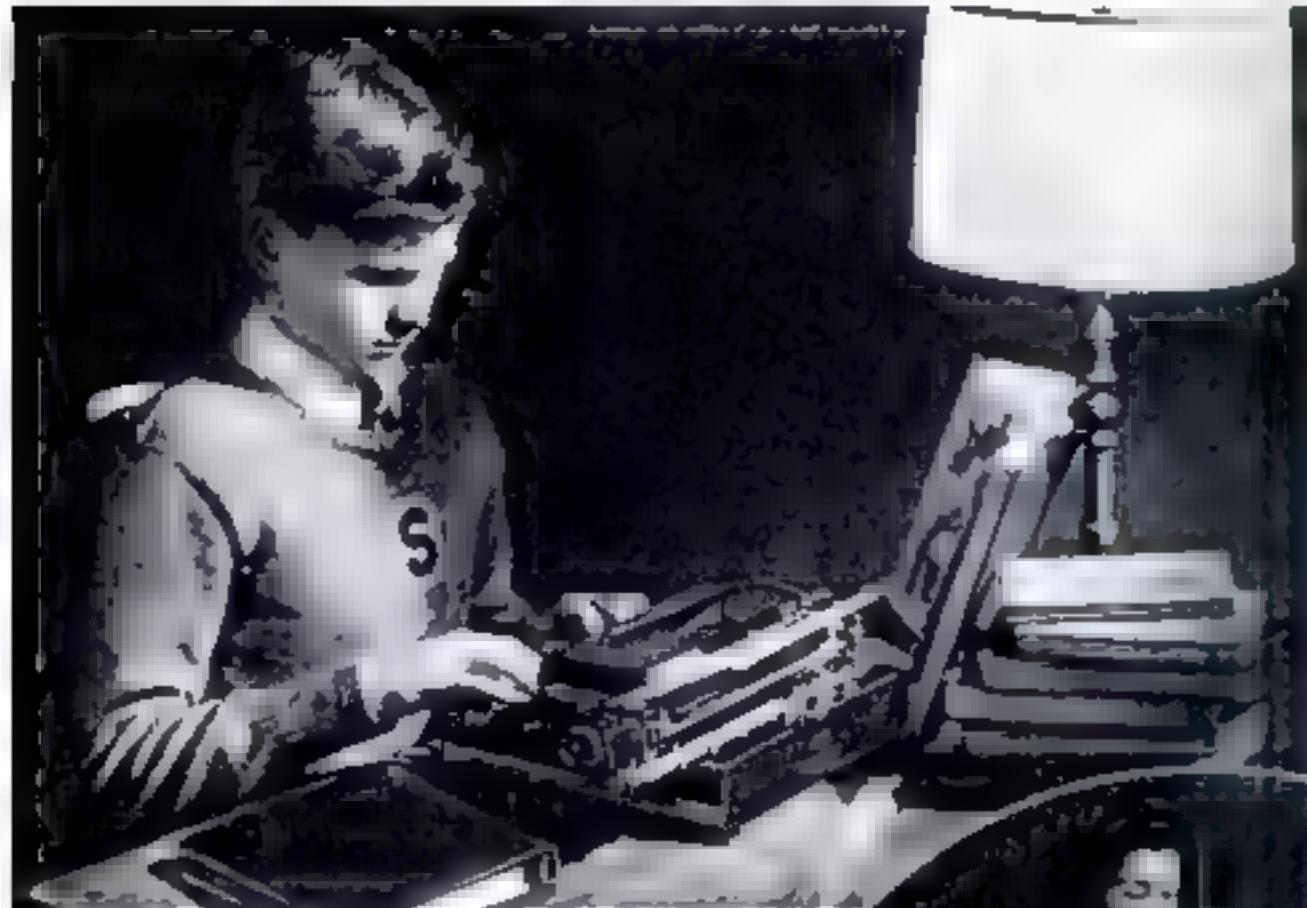
## Film's star is soon to become a mother herself

One of the questions raised in connection with *The Birth of a Baby* is whether the film will encourage women to undergo childbirth. The best answer, perhaps, is furnished by the star of the picture, Eleanor King. Since Miss King is a professional actress, the producers did not require her actually to have a baby for the purposes of the film. But in private life Miss King is the wife of a New York lawyer. Recently it became known that she is expecting a baby in about a month.

The film was made by two professional movie men whom Dr. Adam's committee borrowed from Educational Pictures: Jack Skirball, producer, and A. E. Christie, director. Most of it was shot in a Long Island studio. For the birth scenes, the producers located a prospective mother, who remains anonymous, and moved their cameras into the delivery room of the Cornell Medical Center in New York. Probably no baby ever arrived in the world under the supervision of such distinguished company—the five famous obstetricians and gynecologists who had supervised the film. The baby they delivered is now a healthy child of eleven months.



# BUSINESS DEPENDS ON MONROE FOR FIGURES

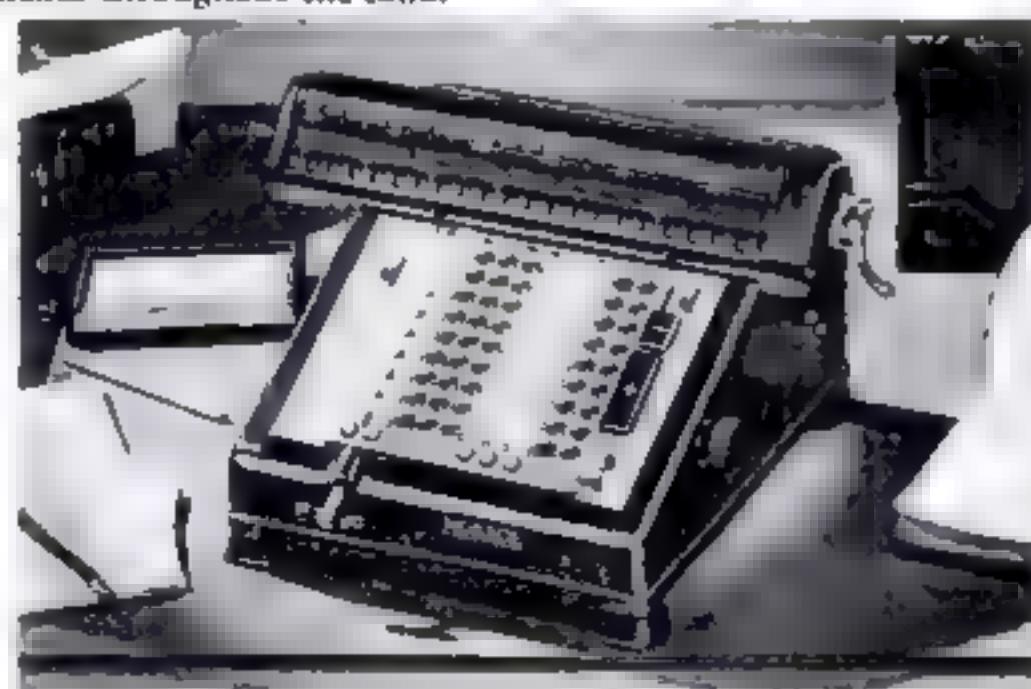


**TYPEWRITERS** . . . Both at the Royal Typewriter factory in Hartford and at headquarters in New York figure work is speeded up with Monroes—both adding-calculators and listing machines.

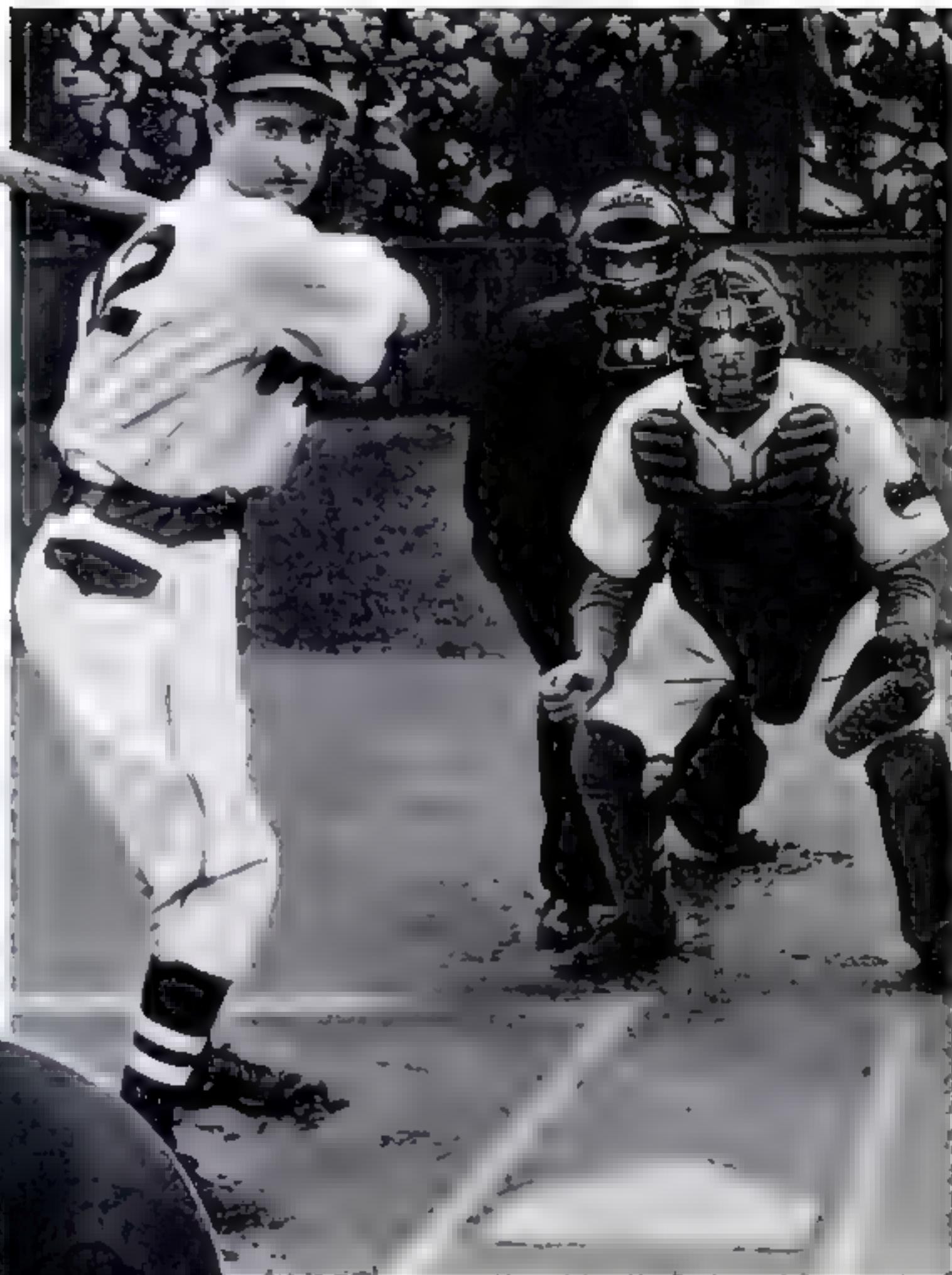


**COCA-COLA** . . . When you drop in for "The Pause That Refreshes" give a thought to the figure work entailed in making and selling Coca-Cola. Monroe adding-calculators and listing machines are at work in Atlanta and at various branches throughout the land.

**HUSH** . . . What a hit this Monroe Adding-Calculator (Model MA-6) is making with business! Executives like its speed and economy; operators, its simplicity and easy action—both benefit from its restful quietness.



MORE THAN 150 MONROE-OWNED BRANCHES SERVE AMERICAN BUSINESS



**BATS** . . . When "Play Ball" is shouted throughout the land, thousands of men and boys will stand up to the plate with a "Louisville Slugger" Hitlerleb and Bradby Co., makers of these famous bats, do their figure work the Monroe way

**M**ONROE occupies its dominant position because business has found that Monroe machines produce the greatest volume of accurate figures at the lowest cost—and because Monroe has built up a nation-wide service organization to keep business figures flowing without interruption.

**A MONROE FOR  
EVERY FIGURE JOB**  
ADDING-CALCULATORS  
LISTING MACHINES  
BOOKKEEPING MACHINES  
CHECK WRITERS  
CHECK SIGNERS

# MONROE

CALCULATING MACHINE COMPANY, INC.  
GENERAL OFFICES • ORANGE, N.J.

Please send me free booklet on Monroe machines.

Name \_\_\_\_\_

Address \_\_\_\_\_

# dancing Tonight?



## Guard your Freshness with a Cigarette that's always FRESH

WHEN you're out for an evening of fun, don't take chances with stale cigarettes. Stick to fresh Double-Mellow Old Golds. Never dry, never soggy, Old Golds are your safeguard from "Cigarette Hang-Over".

FRESHNESS is guaranteed to you in Old Golds by the special way they're packed. The EXTRA jacket of Cellophane double-seals the package; brings you FACTORY-FRESH Old Golds in any climate, anywhere.

Be selective about your cigarettes. The makers of Double-Mellow Old Golds have been making fine tobacco products since George Washington's day. You get Lorillard's tobacco skill, at its best, in Double-Mellow Old Golds. The choicer tobacco; factory-fresh.

© 1938, W. Lorillard Co., Inc.



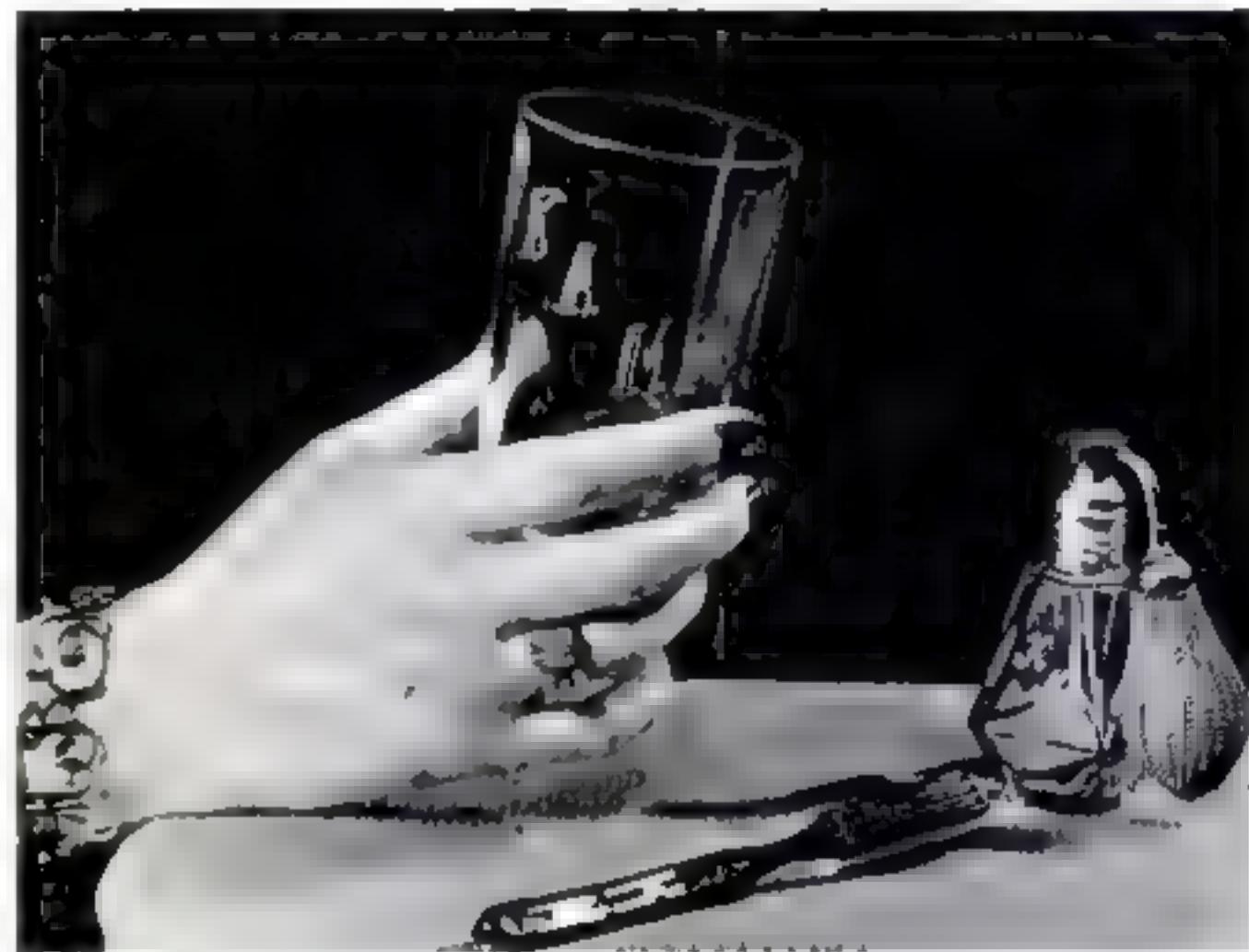
For finer FRESHER Flavor... Smoke Double-Mellow OLD GOLDS  
TUNE IN on Old Gold's Hollywood Jamboree, Tues. and Thurs. nights, Columbia Network, Coast-to-Coast



Bracelet, compact and comb are three of dozens of articles to which metal initials are attached. Biggest sellers are handbag initials. Ring is custom-made, costs \$40.

## INITIAL CRAZE RESULTS IN DOUBLE SALES

The craze for initials on everything (see front cover) has reached an all-time high and retail merchants hope this latest fashion-fancy is here to stay. Since initialed merchandise is not returnable, and it makes for two sales instead of one, bonuses are given to clerks who sell monogrammed merchandise. Monocraft Initials, Inc., which practically monopolizes the field of metal initials, reports that they handle a quarter of a million initials daily.



Metal initials cost from 95¢ to \$1.50 apiece. Newest ones designed for bags are eight inches long. The lady below displays an initial idea conceived by a goofy Englishman. The initials on her finger tips are cut out of colored paper and glued on.



Montauk Woods Chocolate Chip 15  
Ginger Amboy's / BET!

**THERE'S A STORY BEHIND THOSE WORDS...**



**BOBBY'S PLUNNYT** At dinner one night he said: "Gee, Mum, I bet it's a mother makes such chocolate cake. Better than mine." I teased him — "gee, Mum" he stammered, "Never mind, son," I laughed, "it's all right to like hers better."

**SECRET OF YOUR SWEETNESS**—"MRS. BLAIR!" I told Mrs. Blair. "How do you make such grand-tasting cakes?" "My dear," she responded, "I use a big box of chocolate now. It's so much richer it makes my cakes taste far more moist and chocolaty!"

6 tablespoons shortening  
1 cup flour  
1/2 teaspoon Cinnamon  
1/2 teaspoon Nutmeg  
1/4 teaspoon Salt  
1/4 cup white sugar  
2 squares Baker's  
Unsweetened Chocolate melted

Soft flour, one moderate portion, a powdered egg and  
soft butter. Mix. Add a few drops of milk  
water. If necessary, add a few drops of water.  
Then beat in carefully, gradually stirring  
Turn into a 9 x 10-inch pan which has been greased,  
lined with paper to within 3/4 inch of the top and  
greased. Bake in hot oven (400° F.) 13 minutes, or until  
done. Quickly cut off crisp edges of cake and  
turn back edges well with a fork. Sprinkle with  
sugar and cinnamon. Turn over the cake and  
cut into squares. Wrap in paper and store in  
a dry place. Wrap in foil when serving. When  
serving, wrap in foil and heat in oven for 10 minutes.  
This is especially good with 2  
pounds butter.

\* This recipe has been developed with Calumet Baking Powder. If another baking powder is used, adjust the proportions as recommended by the manufacturer.

#### MINT FROSTING.

Combine 2 egg whites, unbeaten, 1/2 cup sugar, 1/2 cup spiced water and 1/2 teaspoon vanilla extract. Heat 1/2 cup double boiler, beating with rotary egg beater, then add yolk, 1/2 cup sugar, 1/2 cup water, beat constantly until stiff, add eggs, sugar, a pinch of salt and, beating well, sugar, 1/2 cup. Add water, 1/2 cup gradually to hot E. stirring gently, when up. Remove from boiling water, add 1/2 teaspoon the orange rind extract and beat until thick enough to spread.

### Art Management System



*Look for the "Baker Chocolate Girl" on the package to get America's finest, richest chocolate—the quality famous since 1780. Baker's Chocolate is a product of General Foods.*

BAKER'S COCOA WINS IN "BLIND" TEST!



IT HAS FINE  
FLAVOR—  
MUCH RICHER  
AND  
SMOOTHER!

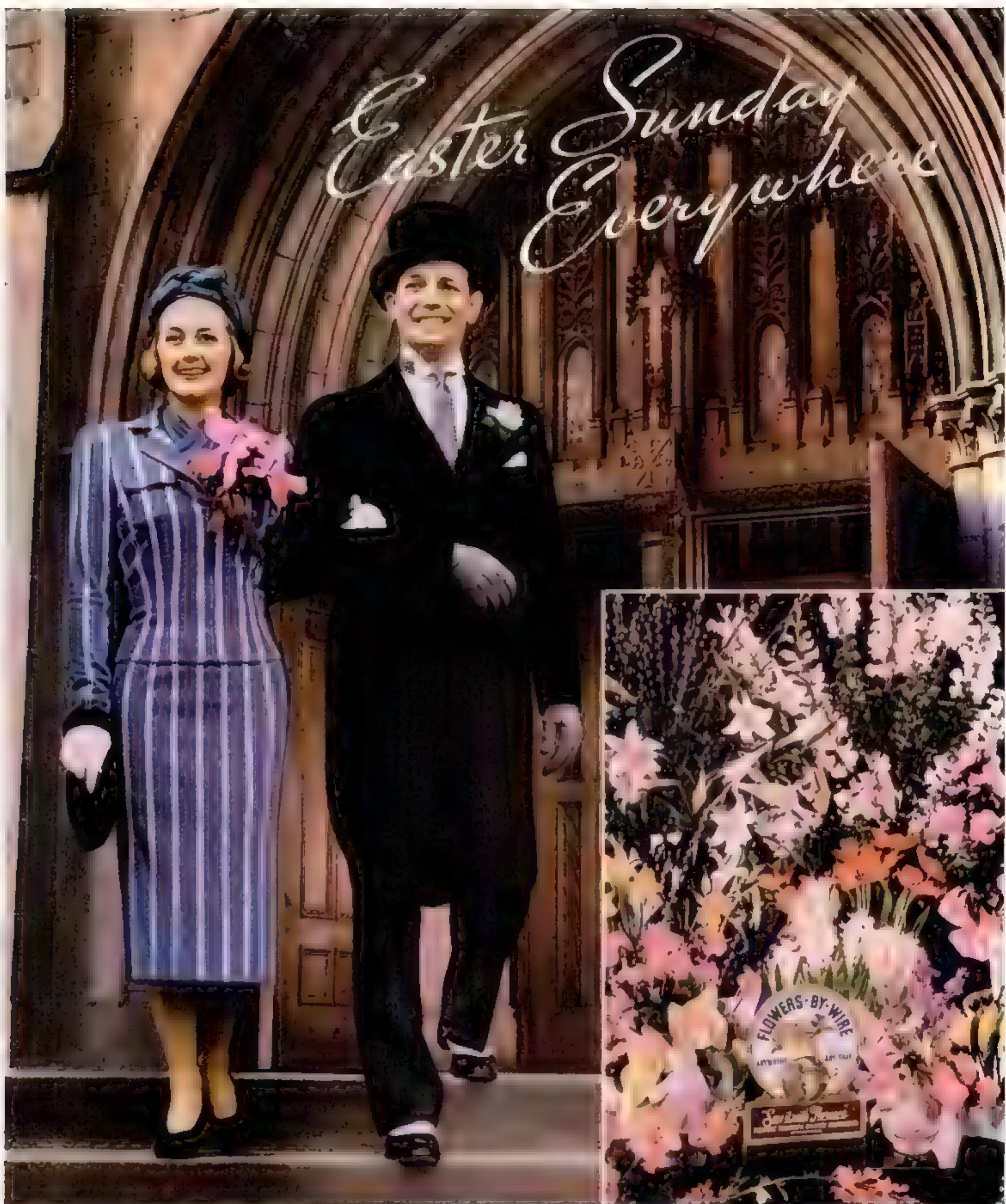
BAKER'S COCOA WAS THE WINNER by a wide margin in a recent Granfield test taken by hundreds of women in rooms. Fifty per cent more women voted for Baker because of its "True flavor," its richness and smoothness. For generations, women have agreed that Baker's is America's finest cocoa—so much richer than any other.



#### NEW, DIFFERENT CHOCOLATE CAKE AND DESSERT RECIPES!



3. **Final result**  **Score: 9**



*It's fun to wire flowers... And it's fun to wear flowers, too . . .*

"Say It With Flowers by Wire" for Easter and every other important occasion. Look for the F. T. D. emblem whenever you order. It is the universally recognized mark of a better florist. **FLORISTS' TELEGRAPH DELIVERY ASSOCIATION**

# WPA PRESENTS A BACKWOODS DRAMA ABOUT ABRAHAM LINCOLN'S YOUTH



GAWKY ABE LINCOLN AT 23 ARRIVES IN NEW SALEM, ILL., ON ELECTION DAY, 1831, TO TAKE A JOB CLERKING IN DENTON OFFUT'S NEW STORE



Ann Rutledge, as played by the original's great-grand-niece, listens to a sad poem Lincoln actually wrote in his

youth. Excerpt: "Time! what an empty vapor 'tis! And days, how swift they are: Swift as an Indian arrow...."

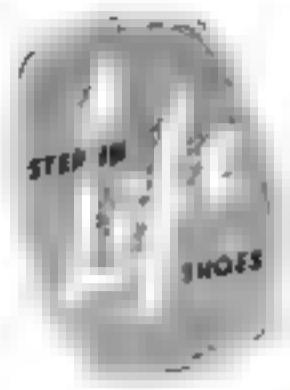
## Ann Rutledge plays Ann Rutledge

On the site of what was once New Salem, Ill., at a bend in the Sangamon River 20 miles above Springfield, Illinois and the C. C. C. are reconstructing that pioneer village as it was when young Abraham Lincoln lived and loved and suffered there. Now WPA's Theatre Project in Manhattan further refurbishes the memory of the first Republican President by staging *Prologue to Glory*, a sentimental chronicle play about his New Salem years. For leading man, an actor (Stephen Courtleigh) has been found who is of exactly the same height (6 ft. 4 in.), weight (185 lb.) and age (22) that Lincoln was when he went to New Salem. To play Ann Rutledge WPA has engaged a leading lady who is not only as pert and pretty as Lincoln's sweetheart is supposed to have been, but is also that fabled maiden's namesake and great-grandniece.

Despite mixed reviews, *Prologue to Glory* is drawing capacity audiences and is significant as the beginning of a new Lincoln cycle on Broadway. Scheduled for professional production are two more Lincoln plays: Robert E. Sherwood's *Abe Lincoln in Illinois* and Paul Horgan's *Follow Me Ever*.

Author E. (for Ellsworth) P. (for Prouty) Conkle, professor of speech at University of Iowa, disclaims any pretense of historical accuracy in *Prologue to Glory*. Lincoln did clerk in Denton Offut's store, did thrash the town bully in a wrestling match, did run for the Legislature and lose, did win Ann Rutledge and lose her when she died of malaria. But Professor Conkle has fashioned these events into a backwoods idyll, shading or omitting entirely the bitter hardships and gross cruelties of pioneer life, and the strain of brooding, hag-ridden melancholy which already ran deep in the character of his Man of Destiny.

eager-smiling, carefree faces  
...always, always going places!



They're alive and full of the zest for living... smartly striding to meet Spring and Summer. And it's Step-in-Life shoes these knowing ones choose... for the thrill of that feeling of walking on air... and for the svelt beauty that belongs to eager, glowing faces, going places.

Now showing at better stores 8.75 up

STEP-IN-LIFE SHOES MADE BY  
C. P. FORD & CO., INC. ROCHESTER, N. Y.



**Lark** It's soft... lightweight... easy to wear  
...you'll find it good company for business, travel  
or sport • • "Style-keeper," new shape-retaining  
brim edge • Distinctive silk band, with contrasting edging  
• "Swansback" moisture-repellent finish.

Ask for the Portis Lark... \$3.95

Other Portis Hats, \$5 and \$7

Hand Fashioned  
**HATS by PORTIS**

PORTIS BROS. HAT CO. - MANUFACTURERS - CHICAGO

### A Lincoln Drama (continued)



Lincoln wins the respect of New Salemites by tossing Jack Armstrong, leader of the Clary's Grove gang. In the play Armstrong goads Abe to fighting rage by calling him a liar. In real life he did it by gouging his booted heel into Lincoln's instep. No holds were barred in Lincoln's New Salem days. One man was so badly clawed, gouged and bitten in a fight that he ailed for a year, then died. A favorite sport was "gander pulling"—jerking the head off a grease-necked goose.



Lincoln wins the admiration of New Salemites by taking the ant's side in a Forum Society debate on, "Which is the more valuable to society, the bee or the ant?" He says that the townsmen ought to get busy improving the Sangamon River for commerce, announces his candidacy for the Legislature on that platform. "Internal improvements" were an actual plank in Lincoln's first platform in 1832. (Others: less usury, more education.) Among thirteen candidates, Lincoln ran eighth.

*Mervyn LeRoy*  
FAMOUS PRODUCER-DIRECTOR

HAS THIS TO TELL YOU ABOUT FILMO CAMERAS

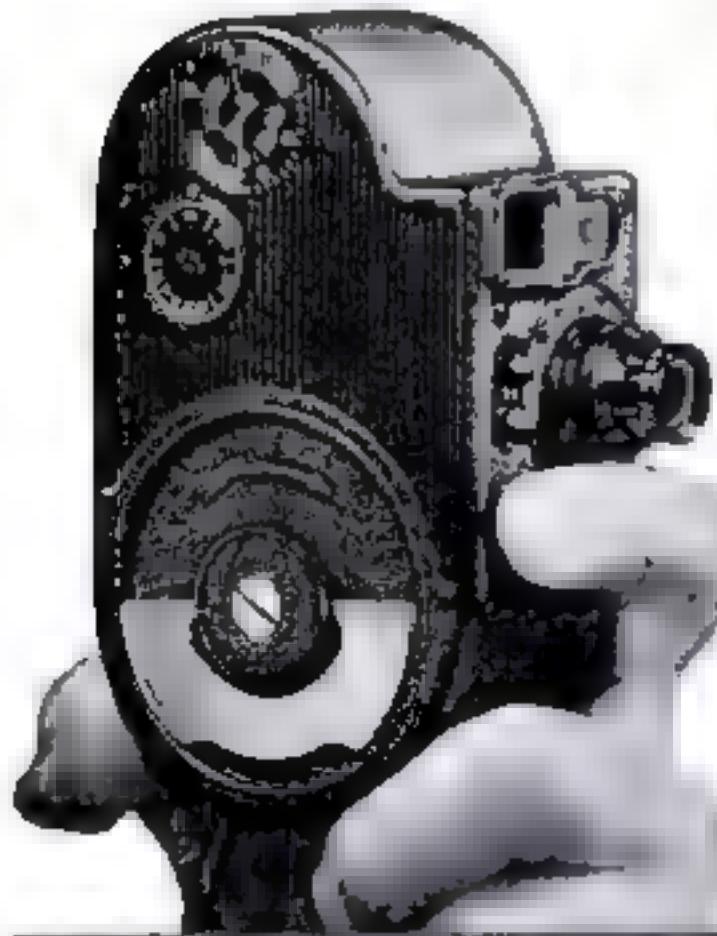
"You too can make good movies—  
even color movies—if you have a  
good camera. The palm-size Filmo  
amazes me with its simple opera-  
tion and flawless performance."



A scene from Mr. LeRoy's latest picture, "Fools for Scandal," with Gravel, Marcia, Fernand and Isabel. A Warner Bros. production.

MERVYN LEROY KNOWS the vitally important part that the precision of Bell & Howell equipment plays in making perfect professional movies. He knows, too, that for taking really fine personal movies of your family, friends, and travels, precision construction in your camera is fully as necessary. That's why most professional producers, directors, artists, and cameramen use Filmos for their personal movie making.

Filmos give their professional results with amateur ease. Loading is easy—the film is dropped into place in less than twenty seconds. No focusing is necessary. The subject is always seen clearly through the spy-glass viewfinder, and what you see, you get. All Filmos make either black-and-white or full-color movies.



*Filmo*  
\$55

AS LITTLE AS \$11 DOWN

**BELL & HOWELL**

The lens, even on the lowest-priced Filmo, is so versatile that you can make true-to-life, theater-quality motion pictures both indoors and outdoors.

Most convenient of the Filmo Cameras, perhaps, is the palm-size, pocket-fitting Filmo, the smallest high quality movie camera made. It uses the new 8 mm. film with which movies can be made as inexpensively as still pictures. With its four speeds and single-frame exposure device you can have the extra fun of slow-motion movies and of animated cartoons and titles. The price is only \$55 at camera dealers' everywhere.

There are other Filmo Cameras in both 8 mm. and 16 mm. sizes—also Filmo Projectors for either silent

**WRITE FOR THE FREE BOOKLET**  
"How to Make Inexpensive Personal Movies in Black-and-White and Full Color," which tells how easily and economically you can make movie records of your experiences for repeated enjoyment. Bell & Howell Company, Chicago, New York, Hollywood, London. For thirty-one years the world's largest manufacturer of precision equipment for motion picture studios of Hollywood and the world.

**BELL & HOWELL COMPANY**  
1841 Larchmont Avenue, Chicago, Illinois

L-4-11-38  
Please send me the book, "How to Make Inexpensive Personal Movies in Black-and-White and Full Color."

Name.....

Address.....

City.....

State.....



# KIND TO YOUR SKIN

THE Remington Rand Close-Shaver glides over your face so gently that you wonder how it can shave so closely. The secret is in the design of its precision head that gets the whiskers but leaves the skin strictly alone. The Remington Rand Close-Shaver shaves close... clean... fast... without injury to the skin. What's more, it doesn't take weeks of "learning how." It's the only shaver that has *all* these advantages:

**SHAVES CLOSE** from almost any angle. Doesn't have to be held "just so."

**GREATER CUTTING SURFACE** for faster, closer shaves.

**COMBING BAR** to lift flat hairs and guide them into the cutters.

**HIGH-SPEED MOTOR** that runs on A.C. or D.C., 110-120 volts.

**LIGHT, COMPACT DESIGN** to fit your hand and prevent slipping.

If your dealer can't supply you with a Remington Rand Close-Shaver, send a check or money order (but be sure to mention your dealer's name so we can credit him with the sale) to General Shaver Corporation, Bridgeport, Connecticut—a division of Remington Rand Inc.



**REMINGTON RAND**  
**ELECTRIC Close-Shaver**

A Lincoln drama (continued)



**Lincoln** wins Ann Rutledge's promise of marriage, gleefully tosses her high. The play ignores the fact that Ann Rutledge, well-born tavern-keeper's daughter, first turned Lincoln down for a successful storeman, Jack McNamar, who went back East. After waiting two years Ann broke her engagement to him, took Abe. They planned to go to college and seminary together in Jacksonville. Ann's death before their marriage drove Lincoln to deepest despair, colored all the rest of his life.

# EDDIE CANTOR

## GOES TO TOWN IN HIS GREAT NEW DESOTO!



EDDIE CANTOR 20TH CENTURY-FOX STAR OF "ALI  
BABAS GOES TO TOWN," WITH HIS NEW DE SOTO

### De Soto Gives You Big-Car Value— Small-Car Economy. Read the Proof!

FAMOUS STAR...smart car—but if you think that big De Soto is expensive, you're wrong. You can **SAVE MONEY** by putting **YOURSELF** in that picture!

Here are the *facts*: (1) De Soto is now priced just above the **LOWEST**. (2) This **BIG** car costs no more to run than most **SMALL** cars. De Soto saves you money when you **BUY** and every mile you **DRIVE**!

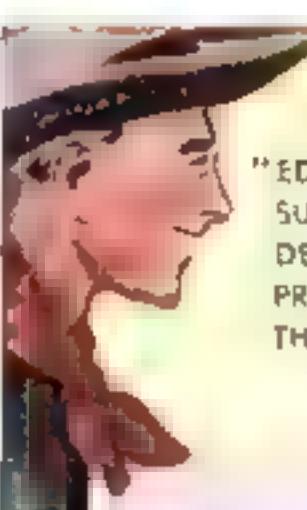
Take the wheel yourself—discover how many **FINE-CAR** features are yours at **SMALL-CAR** cost. Feel De Soto's faster pick-up...the split-second response of its **BIGGER**, genuine hydraulic brakes. Enjoy the

LUXURY of its spacious, room-for-six Safety Interior.

Compare De Soto's *beauty...performance...economy*. In every way you get **MORE FOR YOUR CAR DOLLAR**!

De Soto is smart to look at and smart to own. See it today at your De Soto dealer's. DE SOTO DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

**SEE YOUR  
DE SOTO  
DEALER**  
FOR A  
**GREAT CAR, FINE SERVICE  
AND A SQUARE DEAL**



"EDDIE, I'D NEVER  
SUSPECT THAT BIG  
DE SOTO IS NOW  
PRICED JUST ABOVE  
THE LOWEST!"



#### IT'S AMERICA'S SMARTEST LOW-PRICED CAR

QUICK FACTS: 1. "Lightning-fast" pick-up...Improved 93-h.p. "Economy Engine." 2. Patented Floating Power engine mountings. 3. Longer wheelbase...119 inches. 4. Bigger hydraulic brakes. 5. Easier shifting. 6. Safety-steel body rubber-mounted on a bigger, stronger frame. 7. Luxurious Safety Interior. 8. "Cushioned" ride with airplane-type shock-absorbers. 9. Easier steering...no "road-shock." See De Soto today—discover how easy it is to own this smart car.

TUNE IN MAJOR BOWES' AMATEUR HOUR—COLUMBIA NET.  
WORK THURSDAYS, 9 TO 10 P.M. E.S.T.

# America's FOUR

THE outstanding excellence of these four whiskies can be measured by any one of several yardsticks.

The green stamp that is common to them all tells you they are bottled in bond at full 100 proof under U.S. Government supervision—the strictest in the world.

On each of the four familiar labels you'll find an old and highly respected name, famous for generations as a mark of supreme whiskey quality.

Just try these whiskies, and you'll discover each is characterized by a rare flavor all its own. Price them, and you'll find recent reductions bring them well within your means. And regardless of which best suits you, you know you're enjoying as fine a whiskey as traditional skill, the choicest grains and unhurried time can produce.

Copyright 1936, National Distillers Products Corp., New York.

## Bottled in Bond

UNDER U.S. GOVERNMENT SUPERVISION  
AND THE EMBLEM OF NATIONAL DISTILLERS

YOUR GUIDE TO



GOOD LIQUORS

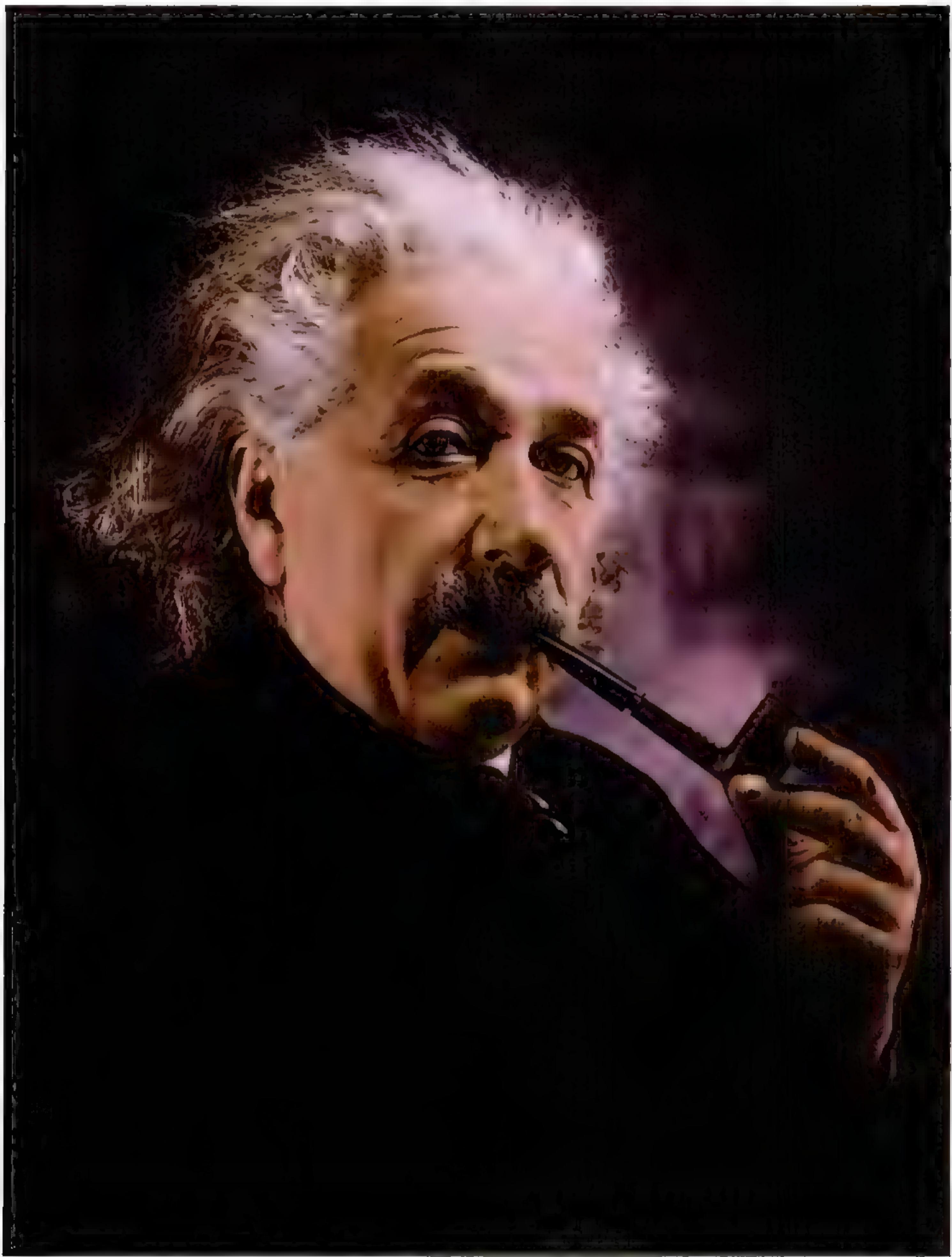


OLD TAYLOR — marked  
with the signature of a man  
who made whiskey history

Copyrighted material

# MOST whiskies





TO DR. ALBERT EINSTEIN, RELATIVITY AND QUANTA ARE CLUES TO A GREATER UNDERSTANDING OF THE LAWS WHICH GOVERN THE UNIVERSE

# EINSTEIN SIMPLIFIES RELATIVITY

His new book explains physics to the layman

In 1919, it was said that there were only twelve people in all the world who could understand Dr. Albert Einstein's theory of relativity. To the average American this great German scientist was then not even a name. Now, two decades later, every educated American knows who he is and has at least some inkling of his work.

In 1933, Princeton's Institute for Advanced Study added Dr. Einstein to its list of brilliant scholars. In so doing, it brought to the U. S. the man who has accomplished the most remarkable synthetic achievement of the human intellect in creating a rational concept of the universe which harmonizes with all facts and experiments.

Irrked by various popularizations of his theory of relativity, Dr. Einstein with Leopold Infeld published on March 28 *The Evolution of Physics* (Simon & Schuster, \$2.50). It is a simple, lucid book, devoid of all equations and scientific terminology, and readable by all who are interested in the philosophy of science. It explains that there is no such thing as absolute time; one observer on the Moon and another on Earth may give different time values to the same event and both be relatively right. In the Einstein synthesis time becomes a fourth variable dimension. Thus the length and mass of a stick, or the tick of a clock varies when the stick or the clock is moved through space with a speed near to that of light (186,324 mi. per sec.).

The authors emphasize the importance of fields of energy in space, such as gravitational and magnetic fields. Though still believing that field and matter are the two fundamental concepts of physics, they indicate that in the future it may be possible to consider the universe as being built solely of fields of energy. The concept of matter may then be discarded, and matter itself regarded as a concentration of energy just as water is a concentration of vapor.



**Hands and brains** are the only tools Einstein uses. He needs no laboratory to create his theories, lets other scientists check them against facts. Though he denies it, he is an excellent violinist, plays an hour or two every day.



**This modest frame house** is Einstein's home on Mercer Street, Princeton, N. J. He lives here with his stepdaughter, Margot, and secretary, Helen Dukas. They look after him, keep him from the clutches of admirers and interviewers.



**The daily mail pile** harasses the scientist. He frankly hates to write letters and lets the greater part of his mail go unanswered. When he first became a public figure, Einstein predicted his popular fame would be short-lived. Today, his worshipers are still as numerous, his fan mail still as voluminous.



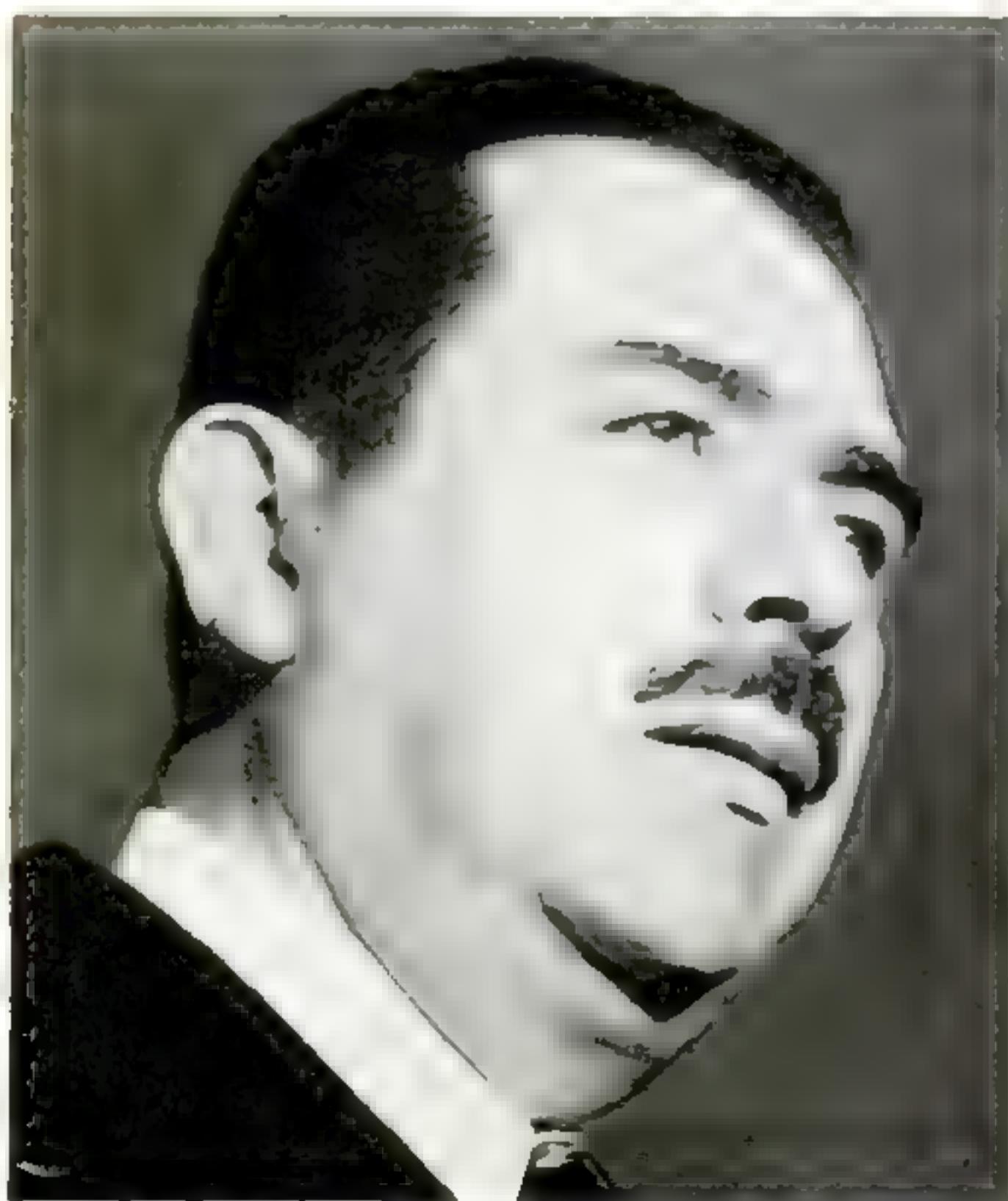
**Stepdaughter Margot** is Einstein's late second wife's daughter by a previous marriage. She studies sculpture at Columbia University, spends weekends with her father. The mother of the pert kitten shown in this picture is a respected member of the Einstein household and the scientist's special pet.



AMERICAN WHEELS ROLL DOWN INTO MEXICO ON THE INTER-AMERICAN HIGHWAY. MONTEREY LIES JUST BEYOND THE HILLS

## MEXICO: CAN A SOCIALIST AT HOME BE A GOOD NEIGHBOR ABROAD?

### The Inter-American Highway leads to oil trouble



Mexico's President Cárdenas is a sincere, stubborn idealist who has really tried to put into effect the tall promises Mexican politicians have been making since 1857.

Few Americans know that, without a passport, they can find a place on the North American continent far more "foreign" than London or Paris. It is Mexico. The quaint backwardness of Europe is a bagatelle to the quaint backwardness of Mexico. A fine paved road, worthy of American automobiles, now runs smoothly down into Mexico—the Inter-American Highway. It starts at Laredo, Tex., 500 ft. above sea level, climbs to 8,000 ft. in the Sierra Madres, drops into the "Valley of Mexico." It is a 783-mile run to Mexico City. Soldiers and police ride on most buses, to ward off the eternal bandits. Service stations are rare. But for a road that runs back into the centuries, it is magnificent.

It is well to remember that the chief blood strain of the Mexicans is related to that of the American Indians whom the white men of the U. S. dispossessed. The white men of Spain dispossessed the cultured Indians of Mexico but were later absorbed by them. Finally the Indians grew tired of peonage. Today Mexico is run by Indians and mestizos. Their President (left) is a Tarascan Indian. And he is trying to give the people what they want and ought to have. It means expropriating the land and public utilities; giving labor a share in management; reclaiming the State's right to everything beneath the soil; educating the countryfolk and arming them against local oppressors; building dams and irrigation ditches. This is Socialism in Mexico.

Naturally the first people this program hits are the foreigners who built and ran Mexico's great industries. On March 18 the Mexican Government expropriated \$450,000,000 worth of foreign oil property and put President Roosevelt's "good neighbor" policy toward Latin America to its severest test to date. U. S. Secretary of State Cordell Hull told Mexico it was within its rights to reclaim these oil wells but it must pay for them. Already impoverished, the Mexican Government pondered how to be a Socialist at home and a Good Neighbor abroad.



SECRETARY HULL



## Mexico puts away the past

These school girls with foils and masks represent the new Mexico. They are celebrating a rarity in history—a military victory for Mexico. On May 5, 1862,

in Puebla, where the girls are marching, Mexican troops actually defeated the French armies of Napoleon III (see p. 5). The day is a national holiday.

CONTINUED ON NEXT PAGE

(continued)

## MEXICO'S HISTORY RUNS RED WITH

**1521**

The Aztec Emperor Montezuma received 618 Spaniards (and 18 horses) as descendants of the sun because he supposed they could not be killed. When he discovered his mistake, it was too late to save Mexico from the invaders. Hernando Cortés captured Mexico City (Tenochtitlán) Aug. 13, 1521, with his armored knights and Indian allies.

**1847**

Following Cortés' route, U. S. General Winfield Scott with the scouting aid of a captain of engineers named Robert E. Lee, smashed his way to Mexico City and on Sept. 13, 1847, stormed Chapultepec Castle. The Mexicans, treacherously led by Santa Anna, fought bravely. This picture hangs in the U. S. Capitol.

**1861**

While the U. S. had its hands full with the Civil War, France, Spain and England trampled on the Monroe Doctrine by sending troops to Mexico. Pretext was the suspension by Mexico of interest payments on its foreign debts. French Emperor Napoleon III backed up an outrageous claim for \$16,500,000 of which Mexico had got



only \$1,470,000, and in 1864 set up the Austrian Archduke Maximilian (above, left) as Emperor of Mexico. In 1865, the U. S. told the French troops to get out. Maximilian's wife, Charlotte of Belgium (centre), leaving the Emperor to ride around Mexico in his private train (above, right), went insane when she could not get help from Napoleon or the Pope, died in 1877.

**1867**

Maximilian paid the price for having been a European emperor on the American continent June 19, 1867. He was executed, carrying a cross, by the order of the Zapotec Indian Juarez who then became the next President. His companions before the firing squad were ex-President Miramón, who had called in the French, and General Mejía.

### Mexicans are a mixture of Asia and Europe

The Mexican, rudely called "greaser" by race-proud Americans to the north, has come a long way. His remote ancestors probably crossed Bering Strait from the steppes of Siberia before the dawn of history. By the time of Christ, a group of them called Mayas had risen to a respectable form of civilization. About the time of the Crusades, a warlike tribe from North America called Aztecs overran Mexico and imposed a military empire on the superior cultures they had conquered. Next came the Spaniards who overthrew the Aztecs by raising subject peoples against their rulers. The Spaniards then made subjects of everybody but, having brought no women with them, were obliged to marry Indian squaws to raise families. The result was a combination of Asia and Europe, roughly comparable to the Eurasian blood strains in Russia's Josef Stalin.

Barely one-fifth of today's Mexicans make any pretension to being pure white. About a third have some claim to being pure Indian. The rest are a mixture. The whites of Mexico in 1821 threw off European Spain's rule and took over control of the country's politically speechless Indian masses. In 1846, the U. S., wanting Texas, New Mexico and California somewhat as Germany wants Austria today, declared war. Here Robert E. Lee learned his chief military lessons. White men continued largely to rule Mexico until 1920 when a cabal of half-breeds took Mexico over for good.

# BATTLE, MURDER AND SUDDEN DEATH



**1876** Mexico's Grand Old Tyrant, Porfirio Díaz (above), a first-rate general who could not get the votes,



kicked out an elected president in 1876 and began a 30-year reign as "president." For four years he let in a stooge named González, whose private car (above, centre) is now part of a workers' school, but his own private train (above, right) was much more magnificent. He reformed Mexico from the top,



increased railroad mileage from 430 to 15,000, got gold and copper mines going, built city schools. But he gave the village *ejidos* (plots communally owned) to landlords and reversed the ancient Mexican law that the State owns everything under the surface of the land. He fled Revolution in 1911.



**1911** Francisco Madero promised land reforms to Mexico's landless millions, got elected president in 1911 and was executed by reactionaries in 1913.



**1913** Murder raged up and down the Mexican plateau as Carranza, Villa and Zapata tried once more to win the revolution for the Indian masses. (The people of Mexico had owned land communally long before the Aztecs arrived.) Shown above is a typical execution by wild-shooting soldiers. The "Revolution" won in 1914.



**1914** Carranza, harassed by his ex-comrades, finally decreed the return of the land to the people but did not give it back, was assassinated in 1920.



**1914** Trouble with the U. S. blew up again when excitable Mexicans insulted an American naval officer at Tampico. President Wilson told the U. S. fleet to shell Vera Cruz where the Marines cleared Independence Avenue (above) with rifle fire, charged into Constitution Plaza, eventually won an apology.



**1915** Carranza temporarily got into the good graces of the U. S. in 1915 with some really constructive acts of reform and a liberal Constitution that Woodrow Wilson liked. His government was recognized by the U. S. and eight associated Latin American republics. Here he stands fraternally on the International Bridge at El Paso with Mexican and U. S. Army officers.



1916

The terrible infant of Mexican politics, the Indian Pancho Villa, turned jealous of Carranza, has essayed, tried unsuccessfully to get him into trouble by raiding across the border, killing 35 Americans at Columbus and Santa Isabel, New Mexico. This irresponsible cowboy, a great favorite of Mexican romancers, did considerable injury to the cause of Mexican reform.



1916

The American Army got a field work out when General John J. Pershing and 12,000 men were ordered across the Rio Grande to chase Pancho Villa up and down the dry valleys of northern Mexico. The chase was hopeless, led to fighting with Carranza's troops and was stopped in February 1917.



1923

Villa, the great "gringo-hater," whose real name was Doroteo Arango, was pacified by the Mexican Government with a farm, somewhat as Mussolini sheaved D'Annunzio. But in 1923, his automobile was swept by a hail of bullets, killing him. Above, the barrel-chested cattle-rustler lies in death.



1924

In happier times, Mexico's "revolutionary" Dictator President Plutarco Elias Calles (left) paid a call in Washington on President Calvin Coolidge.



1927

Lindbergh flew some good will to Mexico City, where President Calles and his future father-in-law, the late Ambassador Dwight Morrow (left), got a cheer.



1927

Mexico City workers paraded for Lindbergh carrying a banner which read optimistically "CALLES, MORROW AND LINDBERGH WILL CEMENT THE PEACE AND FRATERNITY OF TWO SISTER RACES." But beneath the surface lay the old quarrel over whether the Mexican Government



owned the subsoil rights in Mexico or whether "treasonable" decrees of Porfirio Diaz, selling subsoil ore and oil to foreigners, were law. In 1927 the Mexican Supreme Court (above) decided they were law, temporarily "cementing" the peace. But in 1938 the same quarrel came up again, was decided differently (see p. 58). The dates over the doors mark the Constitutions of Juarez in 1857, of Carranza in 1917.



## The Mexicans like church

Mexico's Indians are among the most devout people in Christendom. Here they flock to Palm Sunday service in Taxco's magnificent 200-year-old church built from the

profits of nearby silver mines. The Mexican Government's fight with the Catholic Church has now been compromised in an "armed peace" which satisfies neither side.

CONTINUED ON NEXT PAGE



Pretty face and no shoes. This Tehuana Indian mestizo peddles her family's fruit and vegetables in Oaxaca State



The boss of the ranch cowboy at top is this Mexican gentleman, a fine example of the kindly, patriarchal landlord



Mud-caked foot in a huasteca sandal. Only lately the Mexican Army has ruled this sandal non-regulation footwear



Vertical-striped trousers and brightly embroidered jacket are standard costume among Mexican *charros* (cowboys)



Lazaro Cardenas, now President, quit his tax collecting at 19 to join the revolt of Carranza and Villa with his rifle

Pious Zapotec Indian bears on his chest a Catholic scapular and, on his collarbone, a housefly. He is a porter



Key man in the violent Mexican political setup is always the Army chief, now War Minister Manuel Avila Camacho.



Mexican aristocrats, now on the skids, include widow and daughter of late President Diaz, lauring Masses for him



Coming men are Cardenas' protege, Mugica, Governor Rodriguez, Labor Leader Lombardo Toledano. They are leftist

## THE PEOPLE OF MEXICO AWAIT THEIR DESTINY

(continued)

The Mexican people are a subject that teaches many lessons, anthropological, sociological, mythological, political, cultural and economic. Some 50 different languages are spoken in the country. Mexico grows no less Mexican with the years. In Mexico alone of all the Latin American republics, men of Indian blood have pre-empted the government of the whites. All the others favor General Franco in the Spanish civil war. Mexico favors the Loyalists.

Hardly noticed by the people of the U. S. A., Mexico has developed, next door, something approaching socialism. Here alone the civilization of the American Indian has been given a chance. And agricultural Mexico is trying to get back to the communal property system of pre-Spanish days. That this happens to resemble the industrial rationalizations of Karl Marx is a suggestive coincidence.

The Mexican Indian, unwashed, illiterate, lazy, thoughtless though he is, nevertheless has much dignity. The Indian politicians who have ruled Mexico since 1920 prove that the Indian can be a better ruler than the white man. But the U. S. must soon get adjusted to the fact that the civilization they develop will be very different from that of the U. S.



**This heroic statue** of Revolutionary Hero Morelos (Mexico has hundreds of "revolutionary heroes") above, a little-known village stands on an island in an inland lake west of Mexico City. It is constructed of brick and concrete, an interesting addition to this back country. Morelos was a soldier-priest who fled here after battle with royalists in 1812.

**The Temple of Quetzalcoatl** (below), not far from Mexico City, is one of a trail of splendid ruins scattered from Colima to Yucatan, built possibly about the same time as the Egyptian pyramids. Quetzalcoatl was exiled into the Purah by the other gods. Aztecs mistook Cortes for him, thinking Quetzalcoatl had come back. For story, see girl on step.





## Palms, popgun and petroleum

These oil-well derricks are on the Pacific coast of Mexico, near Tehuantepec. (Most Mexican oil is near the Gulf of Mexico, at Tampico, Tuxpan, Vera Cruz, Minatitlan.) Production of oil in Mexico has declined from 103,000,000 barrels in 1921 to 41,000,000 barrels in 1936, due

largely to wells running dry. Venezuela produces four times as much oil as Mexico, the U. S. about 25 times as much. The Mexican Government has been largely supported by taxes on foreigners' oil wells. Oil money mostly built the Inter-American Highway to Mexico City.

## MEXICO TAKES BACK ITS OIL LANDS

But now it must somehow pay off foreign owners

In 1930 Mexico's President Lázaro Cárdenas began expropriating cotton and hemp estates and giving them to his people. These have not yet been paid for. On March 1 he ordered the foreign companies that work Mexico's oil lands to pay the workers some \$7,000,000 more a year in wages and give them a voice in the management. The companies threatened to get out of Mexico. On March 18 Cárdenas called their bluff by expropriating their properties, worth some \$450,000,000. Of this about \$200,000,000 was owned by U. S. companies (Standard of New Jersey and California and Sinclair) and about \$250,000,000 by Royal Dutch Shell.

Mexicans, always delighted to stop work and show what they think of the "gringos," paraded 200,000 strong before President Cárdenas. Impetuous leaders took over oil company officials' houses. The wells stopped production. The foreign companies, controlling most of the world's oil business and oil tankers, threatened to boycott Mexican oil.

Cárdenas proposed a \$22,000,000 loan to pay for these \$450,000,000 properties. The U. S., to show displeasure, stopped buying new Mexican silver, depressing the price and throwing Mexico into an economic tailspin.



Temper of the Mexicans following the oil expropriations is shown by this satiric poster, carried in the Mexico City parade, of the great hand of Mexico pushing off the oil tycoon carrying the U. S. and British flags.



The new rulers of Huasteca Petroleum Co., Standard Oil subsidiary, are from left, President Angulo, sales managers and company auditor. Similar groups of employees have taken over all other Mexican oil companies, raised their own pay and shut down.

**SIS SAYS  
SHE'S  
OUT!"**

**DON'T LET  
"5 O'clock Shadow"  
GET YOU  
A COOL  
RECEPTION**

If she's out to you when she's in to others — perhaps "5 O'clock Shadow" is to blame. No woman likes that messy beard growth which appears prematurely in late afternoon ... Gem Razor's scientifically built bevel head gets the beard at skin level; the 50% thicker Gem Blade, stropped 4840 times to super-sharpness, leaves behind not the slightest trace of whiskers! Be clean all day the Gem way!

**\$660,000 SHAVE** — Gem Micromatic Razor cost us \$660,000 to produce. It costs you only \$1.00 with 5 genuine Gem Blades — at your dealer's. OR send coupon below and 25¢ for convincing proof offer.

**GEM**  
MICROMATIC  
**RAZOR and**  
**BLADES**

Gem Division, American Safety Razor Corp., Dept. 1450, Brooklyn, N. Y.

Please send me special "Proof" set containing 1 single- and 1 double-edge Gem Blade AND THE REGULATION CHROME-PLATED GEM RAZOR. Here's my quarter (stamps or coin).

PRINT NAME

STREET

CITY

STATE

If you live in Canada, write Mutual Mail Co., 225 Wellington St. W., Toronto, 2, Canada  
Copyright 1938 by American Safety Razor Corp.

Make a note  
about these new  
**GABARDINE**  
Braces

Next time you step up to a men's wear counter ask to see the gabardine elastic braces by Pioneer. You'll like their rich texture and tasteful colors . . . In Streamlo (clip-on) or in leather ends—either style with adjustable Customfit back.

\$1 and \$1.50

**Pioneer**  
PHILADELPHIA

PIONEER MFG. CO., INC.  
Dependable Quality Correct Style  
Since 1877



Three swings were necessary before Mrs. Bostrom managed to break the bottle. With her is Mrs. Emma Guffey Miller, sister of Pennsylvania's Senator Joseph F. Guffey.

## SWEDISH MINISTER'S WIFE CHRISTENS PLANE

In March 1638, the schooner *Kalmar Nyckel* dropped anchor in the Delaware River, debarked the first Swedish and Finnish colonists of Pennsylvania. On March 29, 1938, a new plane was added to Pennsylvania's State fleet. At ceremonies in the Philadelphia Navy Yard, Mrs. Wollmar Filip Bostrom, wife of the Swedish Minister to the U. S., smashed a bottle of champagne, doused herself thoroughly, christened the airplane the *Kalmar Nyckel*.



The bottle finally broke with a plop, showered the *Kalmar Nyckel's* propeller hub and Mrs. Bostrom's head and shoulders with 13 ounces of fizzy domestic champagne.



## PATCH HOLES IN WALLS

EASILY AND PERMANENTLY

**RUTLAND PATCHING PLASTER**

Rutland Patching Plaster makes a perfect patch as lasting as the wall itself—and anyone can use it.

## FALSE TEETH

"Stay Put" Only If Gums "Stay Put" Stability is what every dental plate wearer needs. Assurance that he can eat anything—anywhere at any time without his plate rocking, sliding, dropping down or popping out at just the wrong moment. But does he—do you—get it?

Well no—not permanent stability as a rule. As every dentist knows, mouth tissues constantly change. And as they change even the most perfectly fitting plates tend to lose their stability and deprive you of security and comfort.

Have your dentist readapt your plate to changing mouth conditions. And never appear in public without first sprinkling FASTERETH the new alkaline powder on your plates. FASTERETH makes plates hold securely all day long. Special alkaline content prevents sore gums, acid hot mouth, bad denture, breath. Get FASTERETH at any drug store. Accept no substitutes.

"The Brandy of Napoleon"

John Gouverneur Morris Brandy  
John Gouverneur Morris  
John Gouverneur Morris

**courvoisier**

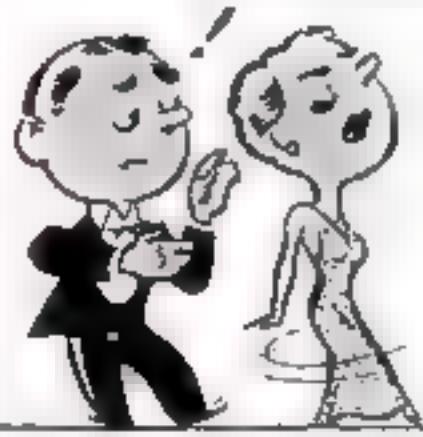
You, too, will like it

P-G IMPORTERS, INC., NEW YORK

Half the Trip is Dining  
Enjoy Every Meal... Use

**OTHERSIDE  
SEASICK  
REMEDY**

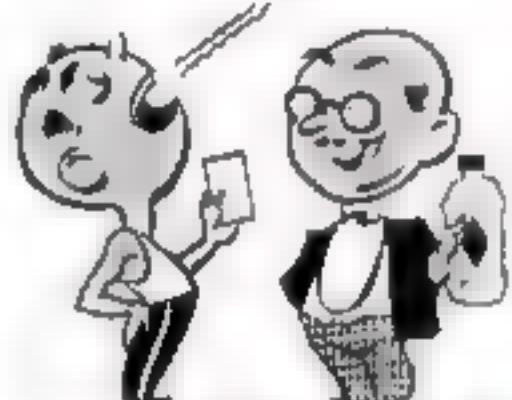
Breath bad  
... sweetie mad



Poor lad!  
... blue and sad



Tip from Dad:  
"Use PEPSODENT, lad"



She can be had  
... everyone glad!



**IN GERM-KILLING  
POWER—**

**1 BOTTLE PEPSODENT  
ANTISEPTIC**

**EQUALS 3 BOTTLES OF  
ORDINARY KINDS**

*When mixed with 2  
parts water, still kills  
germs in seconds . . .  
Lasts 3 times as long!*

**MAKES YOUR  
MONEY GO 3  
TIMES AS FAR!**



**PEPSODENT  
ANTISEPTIC**  
helps prevent  
**COLDS** and  
**BAD BREATH**

## LIFE'S PICTURES



Gosta P. G. Ljungdahl, who took the color portrait of Dr. Albert Einstein (page 48), planned to be a doctor. Studying medicine in Berlin, he found that he could best understand the human anatomy by photographing his subjects. He worked for a while with black and white pictures, then turned to color work, taking medical pictures for many Berlin physicians and specialists. When the political situation became unsettled in Germany he returned to his native Sweden, renounced his medical career. Mr. Ljungdahl came to the U. S. in 1930, now has a studio in New York City.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is undelited to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

COVER—BENNETT AND CO. PIX  
2—W. W.  
4, 6, 8 JEAN MORAL from P. I.  
9—INTERPHOTO  
10—© DR. ERNST BALDROGY A. P.—A. P., NEWSPHOTOS—INTERPHOTO  
11—W. W.  
12, 13—MAGAZINE P. I., T. P. & INT. BOST. H. W. W.  
14—TOM HEDREN from T. P. & INT. H. W. W.  
15—JACK WALLACE from KANSAS CITY JOURNAL-  
POST  
16—P. I. P. I. © W. W.  
17—A. P. © W. W.  
18—A. P.  
19—THOMAS MC AVOT  
20—© METROPOLITAN MUSEUM OF  
ART from FIVE HUNDRED SELF POR-  
TRAITS from FIVE HUNDRED SELF-  
PORTRAITS, courtesy THE BACHL COL-  
LECTION  
21, 22—FERNAND BOUQUET  
23—R. B. DONNELLY & SONS CO. COLOR  
STUDIO  
24—FERNAND BOUQUET  
25—A. P. INT. H. W. W. and C. H. W. W.  
26—WERNER FONTE from B. & A. P.—A. P.  
27—HELMUTH KURTH from B. & W. W.  
28—A. P.  
29—LOS ANGELES TIMES PHOTO by PAUL  
CALVERT  
30—© W. W. & INT. H. W. W.—SPECIAL  
PICTURE INC.—SPECIAL PICTURES INC.  
31—© W. W. & INT. H. W. W.—SPECIAL  
PICTURE INC.—SPECIAL PICTURES INC.  
32—ARTUR MIRAY PIC. INT. P. I.  
33—© ERNST BALDROGY A. P.—A. P.  
34—© ERNST BALDROGY A. P.—A. P.  
35—© ERNST BALDROGY A. P.—A. P.  
36—© ERNST BALDROGY A. P.—A. P.  
37—© ERNST BALDROGY A. P.—A. P.  
38—© ERNST BALDROGY A. P.—A. P.  
39—© ERNST BALDROGY A. P.—A. P.  
40—© ERNST BALDROGY A. P.—A. P.  
41—© ERNST BALDROGY A. P.—A. P.  
42—© ERNST BALDROGY A. P.—A. P.  
43—© ERNST BALDROGY A. P.—A. P.  
44—© ERNST BALDROGY A. P.—A. P.  
45—© ERNST BALDROGY A. P.—A. P.  
46—© ERNST BALDROGY A. P.—A. P.  
47—© ERNST BALDROGY A. P.—A. P.  
48—© ERNST BALDROGY A. P.—A. P.  
49—© ERNST BALDROGY A. P.—A. P.  
50—© ERNST BALDROGY A. P.—A. P.  
51—© ERNST BALDROGY A. P.—A. P.  
52—© ERNST BALDROGY A. P.—A. P.—CULVER,  
CULVER (2)—C. & C.  
53—© ERNST BALDROGY A. P.—A. P.—C. & C.  
54—© ERNST BALDROGY A. P.—A. P.—C. & C.  
55—© ERNST BALDROGY A. P.—A. P.—C. & C.  
56—© ERNST BALDROGY A. P.—A. P.—C. & C.  
57—© ERNST BALDROGY A. P.—A. P.—C. & C.  
58—© ERNST BALDROGY A. P.—A. P.—C. & C.  
59—© ERNST BALDROGY A. P.—A. P.—C. & C.  
60—© ERNST BALDROGY A. P.—A. P.—C. & C.  
61—© ERNST BALDROGY A. P.—A. P.—C. & C.  
62—© ERNST BALDROGY A. P.—A. P.—C. & C.  
63—© ERNST BALDROGY A. P.—A. P.—C. & C.  
64—© ERNST BALDROGY A. P.—A. P.—C. & C.

ABBREVIATIONS: BOT. BOTTOM; CEN. CENTER; ©. COPYRIGHT; EXCL., EXCEPT LT. LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. & B., BLACK STAR; ZER. EUROPEAN; INT. INTERNATIONAL; P. I., PICTURES INC.; C. & C. CUNDERWOOD & UNDERWOOD; W. W., WIDE WORLD

# DISCOVERED BY 2,500,000 MORE THIS YEAR



## MOBILGREASE WON'T SQUEEZE OUT OR WASH OUT

MORE and more motorists are buying Mobilgrease because they find it's absolutely the best grease for keeping their cars quiet, easy-riding! It won't wash out or squeeze out. It's on the job every minute—stopping squeaks; guarding against wear!

Try Mobilgrease today—at your Mobiloil dealer's.



"IF MILLIONS USE  
IT..I'M CONVINCED  
MOBILGREASE  
IS BEST FOR MY  
CAR, TOO!"

**Mobil Lubrication**  
SOCONY-VACUUM  
LUBRICATING OILS  
COSTS NO MORE THAN AN ORDINARY GREASE JOB



With Husband Charles MacArthur (right) and Leading Man Werner Bateman, Helen Hayes eats an after-show breakfast at Des Moines. MacArthur occasionally travels along for company.



From backstage, LIFE's photographer took Helen Hayes and Bateman in the famous shaving scene. Deeply in love, the royal couple here look out the window of Prince Albert's room.

# Life Goes on the Road

## with Helen Hayes in "Victoria Regina" at Des Moines

The young woman eating Shredded Wheat in the Des Moines railroad station is America's favorite actress. It is March 15, at 1 o'clock in the morning. She is about to board the 8:30 train to Omaha. She has just experienced a high point in a phenomenally brilliant career. For in the huge Des Moines Shrine Auditorium, a few hours earlier, Helen Hayes had, for the 78<sup>th</sup> time, played the life story of England's good Queen Victoria. Over 4,500 Iowans, some of whom drove as far as 200 miles, had just paid \$9,852 to see her, thereby breaking all known U. S. drama records for one-night stands on the road. And since, in town after town—Rochester, Columbus, Madison, Minneapolis—a billboard announcing her arrival emptied the box office weeks in advance, Helen Hayes may now claim the distinction of being the best-loved actress of her generation.

She began playing *Victoria Regina* in New York the day after Christmas, 1935. In 517 Broadway performances she grossed for Producer Gilbert Miller \$1,500,000. Then, in September 1937, after a rest on her Nyack, N. Y. home, her show was packed and crated and sent on a 15,000-mile tour across the continent. By the time she reaches Los Angeles June 6, she will have been 41 weeks on the road, played 50 cities and 25 States, earned by her charm, sincerity and luminous acting an army of new admirers. Sure of her following, she now announces that she has turned down an \$85,000 bid for one movie, will never return to pictures.



From the wings Helen Hayes is seen becoming reconciled with the Prince Consort as she plays *Drink To Me Only With Thine Eyes*. Shortly before she suspected him of inconstancy

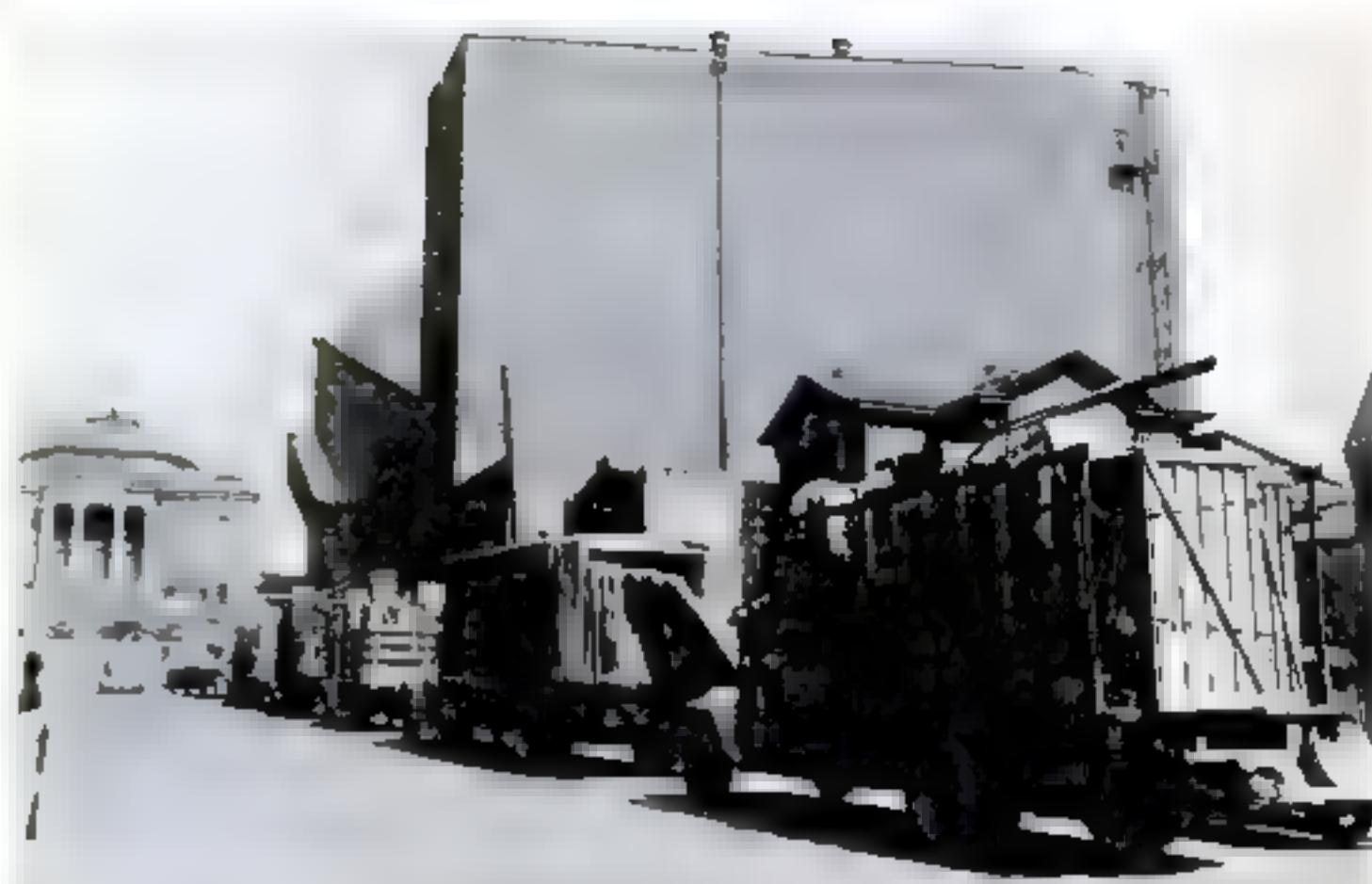


## Helen Hayes (continued)



For the Diamond Jubilee scene which ends, with magnificent pageantry, the dramatized biography of Victoria, Miss Hayes appears in this final make-up. More wrinkles are added, the padding in checks removed. Miss Hayes, who here looks 78, is actually 38. Besides playing the star role, she is largely responsible for harmony and happiness among the company's 30-odd members.

ding in checks removed. Miss Hayes, who here looks 78, is actually 38. Besides playing the star role, she is largely responsible for harmony and happiness among the company's 30-odd members.



Five truckloads of scenery draw up to the stage door of Des Moines' Shrine Auditorium. The company's 50 trunks of costumes and props will follow. A skeleton stage crew of six will direct Des Moines stagehands in setting up scenes. Building at left is the First Methodist Church, with revolving lighted cross on dome.



Fans clamor for autographs after performance. Gracious Miss Hayes (centre) complies. In every town she submits, also, to endless press interviews, press pictures,



On the road again, Miss Hayes chats with her mother, Mrs. Catherine Estelle Hayes Brown, called "Brownie" by her prankster son-in-law. "Tammie," Miss Hayes' Yorkshire terrier, is docile with his mistress, occasionally bites others. He once got loose, wandered into the twist of *Victoria Regina*, won much applause.



## Off to school .. UNAFRAID

Each morning your children and thirty-two million other children leave their homes for school. They must be kept safe from accident and from that most dreaded of all perils . . . fire.

Much is being accomplished in making the schools of America safer than those our parents knew. Do you know how this is being done? By the concerted effort of school and civic authorities, to be sure, but it is with the co-operation of another important factor . . .

If you obtain your fire insurance through an Agent from a capital stock\* fire insurance company . . . as do most property-owners . . . you will be interested to know just how much these companies are doing to promote greater safety for schools.

Capital stock fire insurance companies maintain a nation-wide organization called The National Board of Fire Underwriters. Its major purpose is to prevent fire, to save life and property.

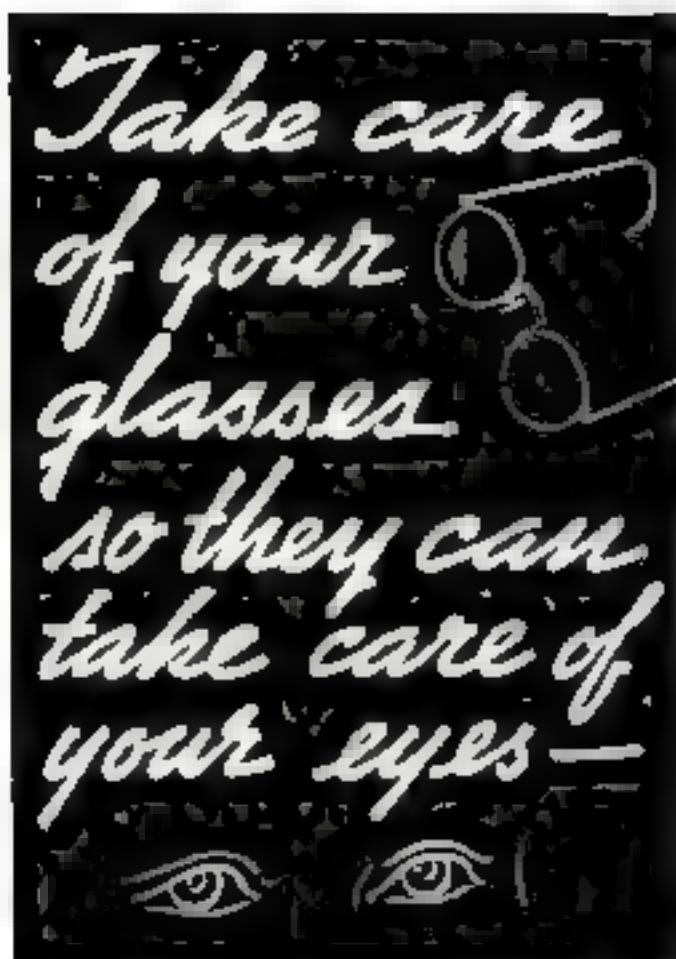
For many years this organization has exerted special efforts for greater safety in schools. It co-operates with architects, builders, and manufacturers in the interest of safer design, safer construction, safer equipment. It works with municipalities for better building laws. It created the Self-Inspection Blank for Schools, urging regular fire drills and systematic inspection in co-operation with local fire departments.

Substantial progress has been made and must continue. Many schools are models in construction and fire-prevention routine. As a holder of a policy in a capital stock fire insurance company, you may well take pride in the work constantly being done to make all schools safe.

NATIONAL BOARD OF FIRE UNDERWRITERS  
85 John Street, New York      Established 1866



**\*CAPITAL STOCK COMPANY FIRE INSURANCE** provides sound protection at a pre-determined price, without risk of further cost. In addition to legal reserves, its policies are backed by cash capital and surplus funds set aside to meet not merely normal claims but also the sweeping losses due to conflagrations and other catastrophes. Its organized public services are national in scope. Its system of operating through Agents everywhere gives prompt personal service to policyholders.



### Follow these rules for eye comfort:

1. When cleaning glasses, hold the edge of the lens, not the bridge or the endpiece of the opposite lens. Clean your glasses often with soft absorbent material.



2. Do not lay your glasses face down, the lenses are highly polished, and scratch easily. Care will greatly prolong their usefulness.



3. Call upon an expert optician regularly to have screws and parts looked after, and for readjustments. Guild Opticians are recommended for their skill in adjusting glasses.

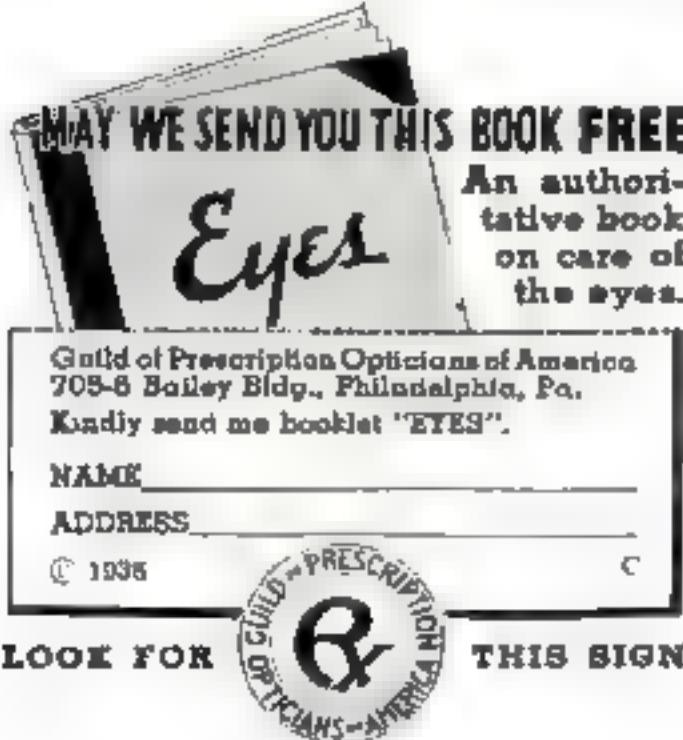


4. Make sure you are wearing the right glasses. Go to an Eye Physician (medical doctor) for your eye examination and prescription for glasses. This is "The Safe Way" to care for your eyes.



5. Take your prescription to a Guild Optician—for it assures you that the glasses will be made exactly as prescribed and expertly fitted to give you eye comfort. There are Guild Opticians in 65 cities throughout the United States and Canada.

**Guild Opticians**  
Are Recommended by Physicians



## PICTURES TO THE EDITORS



S.P.C.S.

Sirs:

Here are pictures of several celebrities as we would know them by their pictures had they lived a generation or so earlier.

Copies of these gems are kept in a large red plush sofa (with half-moon mirror on cover) in the clubroom of the Society for Prevention of Cruelty to Speakers in Iowa City, Iowa (above). The room was

set aside and furnished in 19th Century style as a place to entertain touring lecturers before they appeared before University of Iowa audiences.

Just as a part of the fun, Frederick W. Kent (who is the University of Iowa's official photographer) made the pictures.

As an additional record of its guests the S.P.C.S. set aside a section of the wall for autographs.

DARRELL HUFF

Iowa City, Iowa



GRANT WOOD & THOMAS BENTON



THOMAS DUNCAN & MACHINLAY KANTOR



J. FREDERICK KEESEY



PAUL ENGLE



JOHN ERSKINE



BRUCE BAIRNSFATHER



### JUMPING MONKEYS

Sir:

The Folmer Graflex Corp. thought well enough of these pictures of mine to want to use them in some of their advertising.

In all my experience in photography, I do not recall seeing photographs of monkeys flying through the air.

These photographs were taken in New Orleans with a Speed Graphic with Eastman Pan Press film and developed in Eastman developer and printed on this new Bromide paper.

A. J. BROCK

General Electric Home Bureau  
St. Louis, Mo.



### 23 YEARS AFTER

Sir:

Same man, same place, but between the two a quarter-century span. Men change, stones do not.

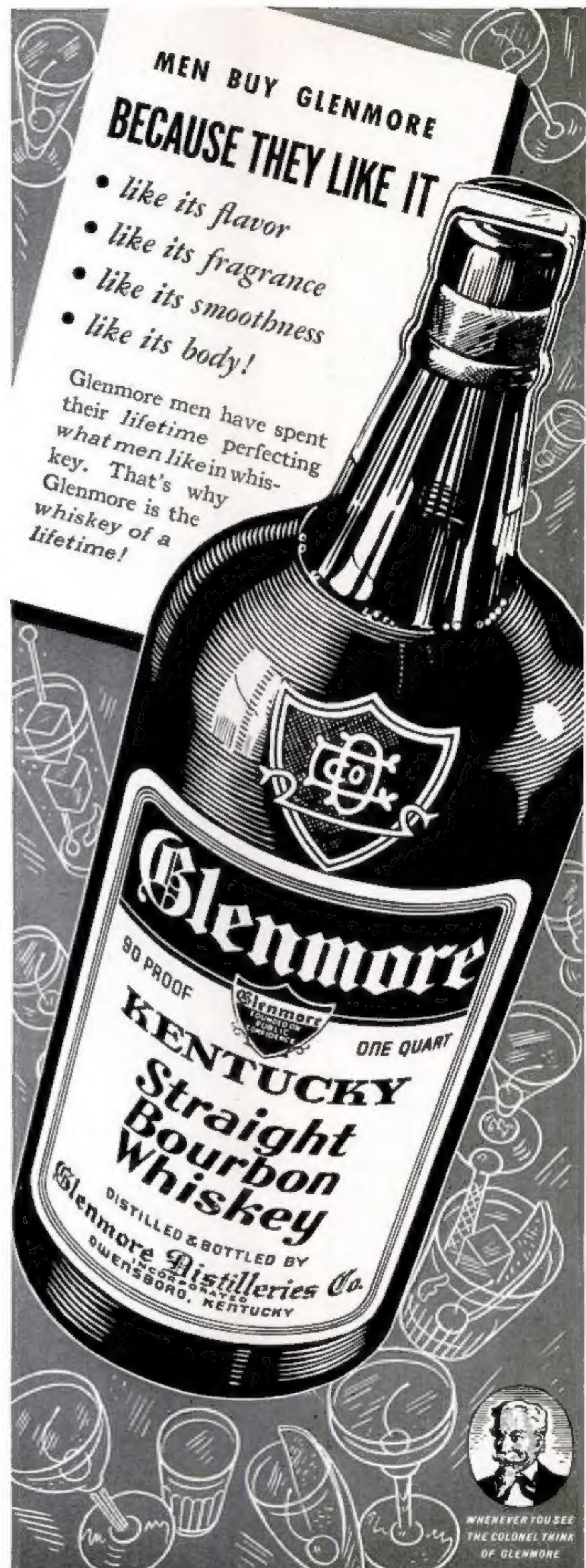
In 1913 my father made a trip abroad and was snapped on the Sir Walter Scott

Memorial in Edinburgh (left). Last year the family went abroad, and in Edinburgh we tried to take the same picture, 23 years later. Without the original, my father had to depend on his memory for the pose, which was surprisingly accurate.

J. A. HOLLINSHEAD  
Ann Arbor, Mich.

Memorial in Edinburgh (right).

Ann Arbor, Mich.



WHENEVER YOU SEE  
THE COLONEL THINK  
OF GLENMORE

# IF BATTLESHIPS HAD TIRES...

by don herold

• I bet we've all dreamt of making iron tires as soft as rubber.

Maybe it would be possible to put steel fish scales on the outside of tires—and ideas like that.

Well, the average layman (like myself) would be surprised if he knew how close a certain well-known tire manufacturer has come to mixing steel and rubber in the same tire compound.



Fact is, this manufacturer has gone steel one better.

The toughest known abrasive resistant in the world is carbon.

Somebody discovered that if you mix molecules of carbon black with molecules of rubber, it will lengthen the life of a tire by thousands and thousands of miles.

And I've always felt that Kellys were about the best thousands-of-miles tires money could buy.

Today Kellys cost no more than other good tires, but I believe they can outlast many other makes and I'll tell you why.

*Kellys are tougher than steel*

Kelly scientists have developed a special way of mixing a greater amount of carbon black far more evenly and thoroughly into and throughout their rubber compound. Because of this, a Kelly tire will outwear the toughest steel ever made.

A Kelly tire is really a pliable armor plate. That is why Kelly treads are called *Armorubber*.

The 44-year Kelly reputation for long wear has attracted so many of the top-notch tire dealers of this country, that you can always count on getting a fine tire and a fair deal from a Kelly dealer.



**KELLY** *Springfield*  
**TIRES**  
DEPENDABLE FOR 44 YEARS

## PICTURES TO THE EDITORS

(continued)

### BAWLING BABIES

Sirs:

Although I, myself, am a doting father and am reasonably fond of other people's children, I am just beginning to be bored by the endless panorama of smiling babies which you find it necessary to spread be-

fore your readers. Since the average child spends most of its waking time bawling about one thing or another, I offer to correct this lamentable condition by submitting the enclosed photographs.

JOSEPH WORTMAN

Harrisburg, Pa.



### McNUTT AT 4

Sirs:

Paul V. McNutt, High Commissioner of the Philippines, is again in the headlines. Here's a picture of him, taken in Martinsville, Ind., at the age of 4, before he considered going into politics.

We once met a physician's wife who told us she was once engaged to be married to McNutt but broke her engagement to marry a doctor because she "didn't see that McNutt" was going any place—and how she has kicked herself since!

THORA EIGENMANN  
San Diego, Calif.

**Alii** (Ah-lee-ee)  
means ROYALTY

Kamehameha, mightiest warrior of the Pacific, conqueror and first king of old Hawaii. His memory is honored June 11 as an official holiday... with spectacular parades, colorful historic pageants, exciting sports... fascinating and unique. This is only one of Hawaii's many joyous festivals which the whole world is cordially invited to enjoy.

**Hawaii**  
TOURIST BUREAU

Details from Travel Agents or our offices: 34 Main St., San Francisco; 745 Pers. Bldg., Los Angeles, Cal.

### ON AN AMERICAN ARCHITECTURE—

THE ARCHITECTURAL FORUM's recent special edition, written and edited by FRANK LLOYD WRIGHT is the first and only record in print of the Modern Movement from its inception to its present-day interpretation—showing its application to small and large houses as well as offices, apartments, factories and many other types of buildings.

More than 100 pages of photographs, plans, and drawings of Mr. Wright's new and unpublished work reveal architecture as thoroughly indigenous to America as the earth and rocks from which it springs.

5500 non-FORUM-subscribers currently interested in Architecture and Building as well as in art, science and culture have already purchased their copies at the established price of \$2.00.

To get your copy of the special Wright edition of THE FORUM send \$2.00 with your name and address to THE ARCHITECTURAL FORUM, 135 East 42nd Street, New York City.

**LOVELY HANDS**  
Amazing mild medication helps soothe and whiten hands. Superior to lotions, creams!

**CUTICURA**  
SOAP AND OINTMENT

Send for FREE Idea Booklet  
**MOORE** Map Systems  
Shows modern methods of keeping valuable geographic records of sales, etc.  
MOORE PUSH-PIN CO.  
117 Berkley St., Philadelphia, Pa.

Dear Ted —

Monsieur Marcel Juno  
requests the pleasure of your company  
to view his most recent paintings  
prior to their removal  
to the Granier exhibition  
Thursday, the tenth of March  
four until six o'clock  
624 Avenue Montaigne

R.S.V.P.

Cocktails

Sorry you missed it — this fellow  
can really paint. Incidentally, the drinks were  
other works of art I know you would have enjoyed...  
they were made with "Canadian Club"! And it's just  
as delicious in Paris as in Palm Beach!

Jim



In 87 countries whisky-wise men ask for "Canadian Club and soda." You, too, will like its distinctively different flavor. Its taste is easy to identify because "Canadian Club" is neither rye, bourbon, nor Scotch. It's Hiram

Walker's "Canadian Club" — imported whisky (90.4 proof), with a unique, rich taste all its own.

Hiram Walker also makes fine rye, bourbon, Scotch, gin, and a complete line of liqueurs, cordials and prepared cocktails — whatever type



you prefer, at whatever price you like to pay. At all leading dealers and at your favorite clubs, bars, and hotels everywhere. Hiram Walker & Sons Inc., Peoria, Illinois. Distilleries at Peoria; Walkerville, Ontario; Glasgow, Scotland.

AMBASSADOR  
OF GOODWILL  
TO 87  
COUNTRIES

Hiram Walker's

"CANADIAN CLUB"

So easy to take home  
the six-bottle carton



© THE COCA-COLA COMPANY



AND IT'S SO EASY TO KEEP COCA-COLA  
ICE-COLD IN YOUR REFRIGERATOR

The handy six-bottle carton is for your convenience  
... to provide *the pause that refreshes* with ice-cold  
Coca-Cola in your home. All the family will wel-  
come this pure refreshment, pure as sunlight.